

UCATION: DALLAS EARNS A HIGH MARK

# Dallas

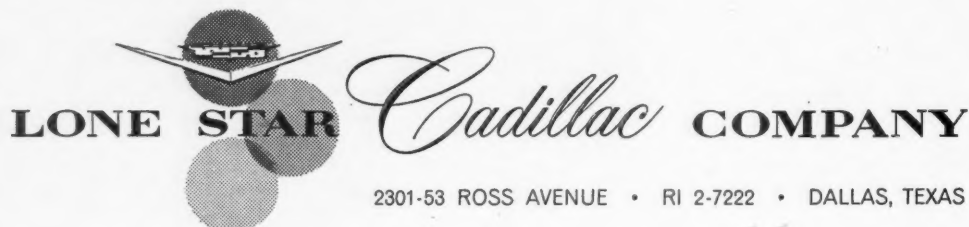
AUGUST • 1959





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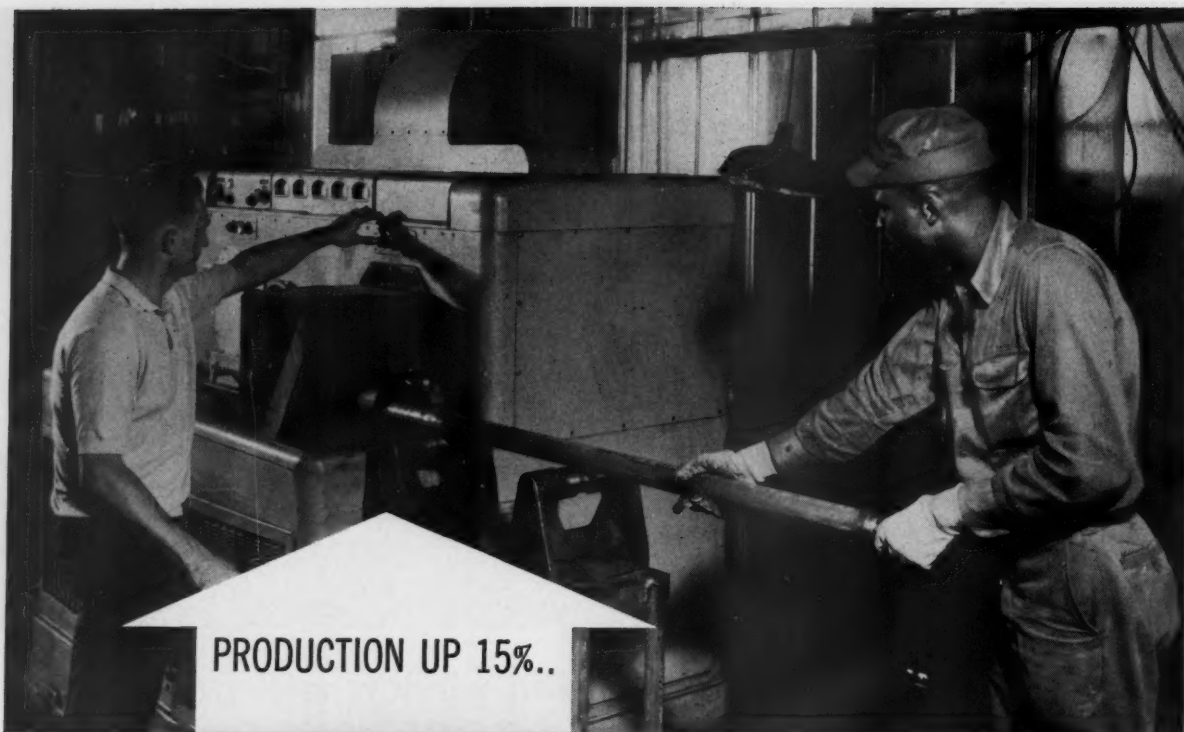
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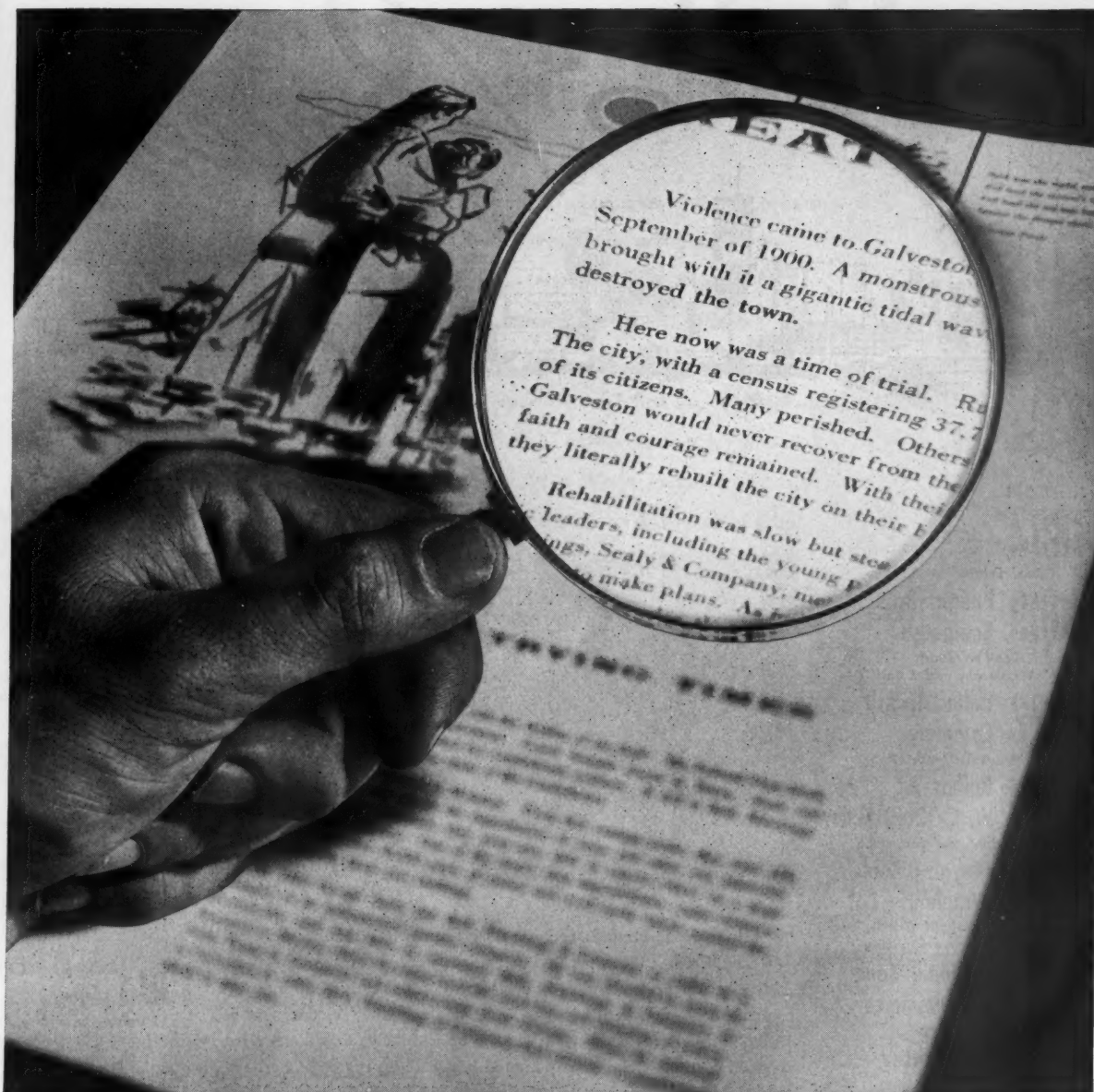
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DALLAS • AUGUST, 1959

# Dallas *Pioneers*



Established

**1852** Caruth

Real Estate Investments

**1869** Padgett Bros.  
Company

Leather Goods —  
Wholesale and Retail

**1872** Dallas Transit  
Company

City Bus Transportation

**1874** Bolanz &  
W. C. (Dub) Miller

Real Estate and Insurance

**1874** Binyon-O'Keefe  
Warehouse Co.

"Moving, Household Goods, and  
Commercial Warehousing"

**1878** National Bank  
of Commerce

Banking

**1884** The Dorsey  
Company

Printers — Lithographers  
Stationers — Office Furniture

**1885** Mosher Steel  
Company

Structural Reinforcing  
Steel and Machinery Repairs

**1889** Austin Brothers  
Steel Co.

Steel for Structures of Every Kind

**1890** William S.  
Henson, Inc.

Advertising Printing

**1893** Fleming &  
Sons, Inc.

Manufacturers — Paper  
and Paper Products

**1893** Sparkman-Brand  
Inc.

Morticians  
Originally, Loudermilk,  
Broussard and Miller



THE spacious grounds and impressive towers of Cumberland Hill School reflect the expansion of Dallas' public school system in the early nineties. Built about 1893 at a cost of \$20,000 this building was located on North Akard between McKinney and Ross Avenue. One of Dallas' printers of that period was the firm of J. M. Colville & Sons, founded in 1890. Originally quartered in a basement at 911 Commerce Street, this firm later built a building at 1725 North St. Paul which it occupied for thirty years. The late Wm. S. Henson joined the firm in 1929 and became Vice-President and general manager in 1930. In 1942 the name of the firm was changed to Wm. S. Henson, Inc. In November of 1958 this firm occupied a new plant at 4901 Woodall in the West Trinity Industrial District. The building represents an investment of \$250,000 and their equipment costs approximate a half-million dollars. Now in its sixty-ninth year the firm of Wm. S. Henson, Inc., is under the direction of Lloyd Gilmore, President and other associates who are carrying on the traditions of Bill Henson. The wooded vista of Cumberland Hill of the nineties has been replaced by silhouettes of modern skyscrapers on the Dallas Skyline and the old school after a series of remodelings is still in use as a vocational training center.

## Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1896** Briggs-Weaver  
Machinery Co.

Industrial Machinery  
and Supplies

**1902** Cullum &  
Boren

Red Fox Athletic Uniforms  
Wholesale and Retail Sporting Goods

**1898** Etheridge  
Printing Company

Printing, Lithographing, Engraving,  
Office Supplies

**1900** The Murray Co.  
of Texas, Inc.

Carver Cotton Gin Division 1807  
Boston Gear Works Division 1880  
Industrial Supply Division 1907

**1903** Smith's Detective  
Agency

Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1904** T. A. Manning  
& Sons

Insurance Managers  
Fire — Casualty

**1907** A. C. Horn &  
Company

Commercial and Structural  
Sheet Metal

**1908** Pure Ice & Cold  
Storage Co.

Cold Storage

**1911** W. W. Overton  
& Co.

Investments

**1912** Stewart Office  
Supply Company

Stationers — Office Outfitters

**1914** Koch & Fowler  
and Grafe, Inc.

Consulting Engineers

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# Dallas

VOLUME 38

NUMBER 8

AUGUST

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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It has been a pleasure to deal with your fine personnel. They were most cooperative and courteous while working here, both during installation and maintenance calls.

Sincerely yours,

BINYON O'KEEFE STORAGE CO.

*Marie C. Over*  
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## Inside DALLAS

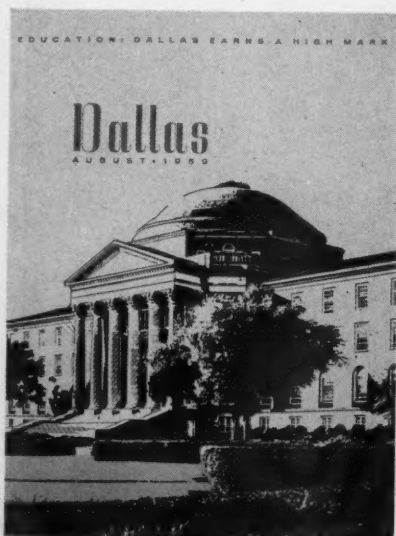
DALLAS turns to Education for its theme in this August issue. The opening, just weeks away, of one of the most significant school years in Dallas history makes this theme particularly timely.

The Dallas School System will again set new records in number of pupils, schools, teachers, etc.; but more important, it will be continuing with programs that are drawing national attention to Dallas. Complete details are included in a story on Dallas' secondary education, both public and private.

On the college level, this will be the first year that Dallas has had three four-year colleges operating: SMU, Arlington State and University of Dallas. A summary of the current activities of these institutions is particularly interesting and timely. A third article discusses the important field of medical education here.

The second in the DALLAS series on the new Metropolitan Area is included in this issue. This article concerns Denton County.

For the cover, DALLAS' artist Bud Biggs turned to the one building that probably symbolizes education for the greatest number of Dallasis: historic Dallas Hall of Southern Methodist University. The university's first building, this campus landmark, with its familiar dome and columns, still dominates the hilltop. Artist Biggs, with a bit of camera magic and design skill, has presented this familiar building in a new and interesting manner.



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## WASHINGTON

REPORT



### The Chairman and the Leadership

The plight of the Democratic Party these days is reminiscent of the early whodunits in the mystery field, when the classic disclosure was that the Butler did it. For the image of a unified political party which the old pros had been painstakingly fashioning on Capitol Hill suddenly became the target of attack, not by the obvious suspects among the opposition, but by the innocent-appearing old family retainer in their very midst. The only departure from the accepted mystery formula was that his offenses were perpetrated not furtively but openly — and on TV at that. But if there isn't any doubt as to how he went about it, there is still an intriguing element of mystery as to his motive.

For a number of weeks during the summer the Chairman of the Democratic National Committee appeared to flit from one television appearance or press conference to another, during the course of which he undertook to belabor, albeit obliquely, the leadership of his own party in Congress. He alluded to what he termed their inaction with respect to important public issues, and their unresponsiveness to the obligations imposed by the duly adopted platform of the party. His critiques on party policy were unexpected, and entirely gratuitous. His opinions had not been solicited — which, come to think of it, may have had much to do with why they were volunteered.

In any event, he projected himself into the role of deliverer of the party faithful from the entrapment of moderation. But as a self-appointed Pied Piper there must have been something amiss with his flute, for the entourage he collected was by no means impressive. A few scattered voices were raised in a paean to his leadership, but they were muffled in the massive silence of disapproval which bore an eloquence all its own. It eventually became apparent even to Mr. Butler that, in challenging the Democratic leadership on Cap-

itol Hill, he had over-matched himself. He then sought a meeting at the summit.

He telephoned the Speaker of the House and requested, and was granted, an appointment. But the redoubtable Speaker was not about to negotiate a separate peace, so he picked up the telephone as well, with the result that when the Chairman arrived for the appointment he was confronted not only by his host but by the grim-visaged Majority Leader of the Senate, Mr. Johnson. The summit conference had become more summity than was anticipated. Nonetheless, all are experienced politicians, so the smiles were in place as they retired to the Speaker's sanctum sanctorum, and were still affixed some time later when they emerged to confront the press, and to execute for the photographers a complicated triple handshake. Mr. Rayburn was the spokesman for the trio — a natural choice, since no man in public life can say less when he decides that little ought to be said.

An uneasy peace was thus negotiated for the sake of political comity — though later events will probably disclose that it was more of a truce than a treaty — and it was about time, too. All of these intra-party shenanigans were going on while the Republicans were demonstrating that they could make a much better showing in the Hawaii elections than they were expected to make, and while Mr. Nixon was preparing to campaign effectively for the presidency in Siberia. So it was not to be a very salubrious summer for the Democrats in any case, which makes all the more incomprehensible the determination of Mr. Butler to sow dissension within his own party, and thus to compound its political travail.

Mr. Butler's machinations could only have stemmed from some compulsion to dictate the policies of the party, a prerogative which his predecessors had not sought to arrogate unto themselves. The

duty of the chairman of a party organization has historically been to make the political machinery operate efficiently and without friction; his responsibilities have not encompassed the making of policy. Furthermore, any party chairman would eschew controversy at almost any cost, because there is nothing more disruptive of a smoothly functioning organization than dissension among the party hierarchs. Thus Mr. Butler's behavior in systematically setting fires in his own political house is all but inexplicable.

His principal complaint against the Democratic leaders in Congress seemed to have been that they had compromised a number of political issues so as not to provoke presidential vetoes, and had thus disregarded the liberal mandate of the party platform. Whatever else may be said on the subject, the embarrassing fact seems not to have occurred to Mr. Butler that the platform to which he adverted was first disregarded by the American people. Only presidential and vice presidential candidates can be said to run on the platforms of their parties, and the people elected a Republican administration. They also elected a Democratic Congress, to be sure, but in the hundreds of Congressional

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### A not-so-silent Butler: He hampers his usefulness by creating dissension within his own party.

---

paces every two years there is such a multiplicity of local issues, and such a variety of personalities, that the national platforms are meaningless. Who would suggest, for instance, that such Democrats as Senator Humphrey of Minnesota and Senator Eastland of Mississippi were elected on the same political platform?

The supererogatory performance of Mr. Butler had a corollary value, to be sure, in focusing attention on the basic imbroglio of divided government. When the executive branch is controlled by one political party, and the legislative branch by another, to what extent should each resist or attack the other? Though each must maneuver for political advantage, there is nevertheless a common area of constructive achievement which can be cultivated by accommodation. The presence of the Democratic leader in that area was the provocation for Mr. Butler's insurgence.



# Dallas and Area Colleges Share Brilliant Future

By Hal Dawson

**S**outhern Methodist University begins its Doctor of Philosophy program.

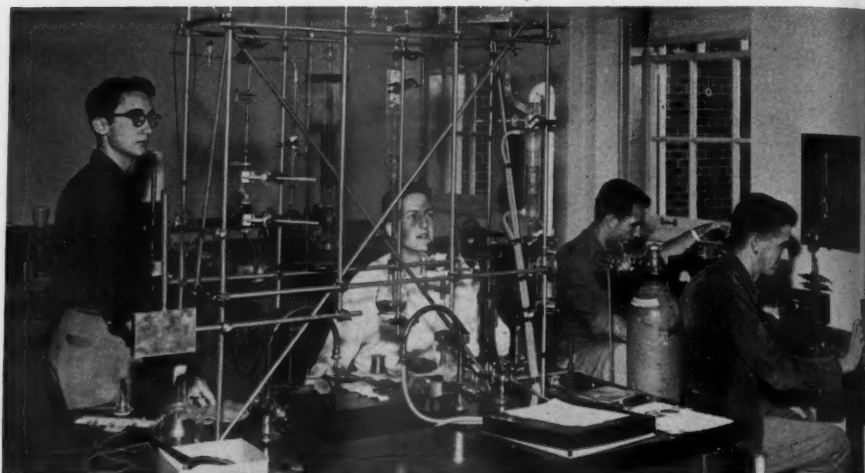
University of Dallas enrolls its first senior class.

Arlington State College starts operations as a senior college.

These three achievements will mark the coming school year as one of the most significant in the history of higher education in Dallas. Now the home of three excellent coeducational four-year colleges, Dallas has achieved an enviable position among Southern cities in the field of education. Making this achievement even more outstanding is the fact that one of these three is Southern Methodist University, a school with a proved record of success and one which is continuing to plan for what promises to be a brilliant future both for Dallas and the University.

The "newest" brightspot on the education picture is provided by Arlington State College, which begins operations next month for the first time as a senior college. More than 6,000 students are expected to register, another new record for the school, already the sixth largest and fastest growing of 18 state-supported colleges in Texas.

With more than four-fifths of Arlington State's students commuting and Dallas County furnishing a greater number of these than any other area, the advantages to Dallas of its becoming a senior college are numerous.



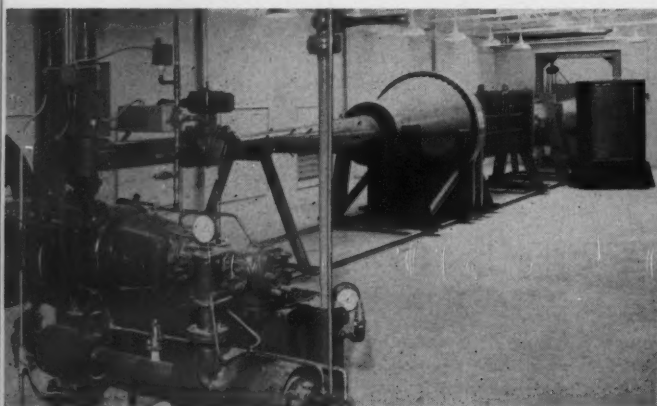
EXCELLENT lab facilities at SMU attract top students in science.

The University of Dallas reaches a notable milestone in its short history next month when members of its first freshman class, which enrolled in the university just three years ago, will become seniors. The growth and expansion of this university mirror largely that for which Dallas and the Southwest have become famous. Just as visitors are amazed by the tremendous growth of Dallas, they are also amazed at the accomplishments of the University of Dallas in just three years.

Officials of the university are particularly proud of their faculty. "There are advantages in beginning a faculty afresh," you are told, "since greatest selectivity is possible." The university's faculty roster includes men and women ranked high in aca-

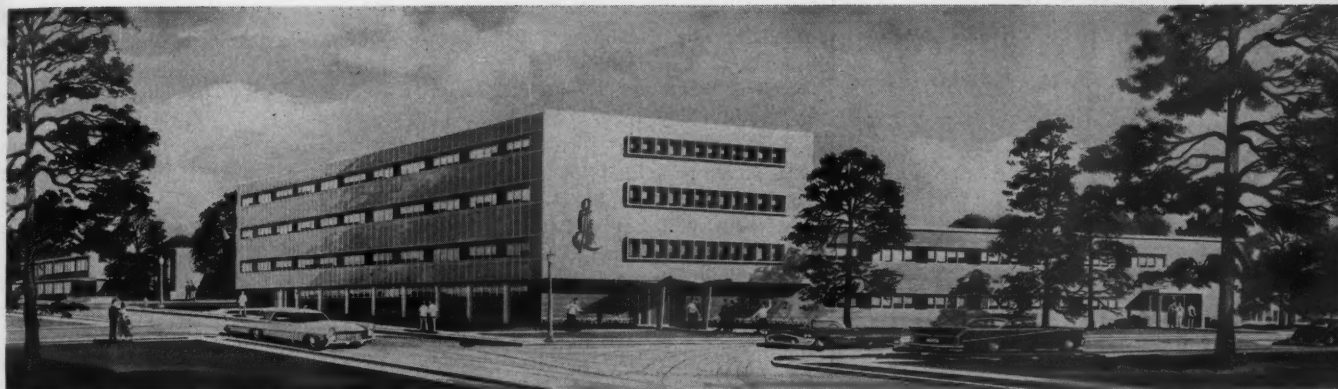
WIND TUNNEL is one of SMU's outstanding facilities.

NEW DORMITORIES at University of Dallas open Sept. 1.





ges  
ure



ARLINGTON STATE'S \$1.5 million engineering building is part of a \$10 million building program now underway at the college.

democratic circles, holding degrees from the finest universities in the United States and Europe.

These are also educators who appreciate the necessity of religion in the formation of the nation's young men and women. The presence of religious men and women, together with laymen and lay women on the faculty, creates a campus atmosphere which enables students to enjoy a variety and quality of academic activities.

During the beginning years of the university, while the campus population is still relatively small, students enjoy the many advantages of small lecture and laboratory groups.

The crisis in education today has directed the educational planners at the University of Dallas to organize programs of study based on a solid foundation of the liberal arts and sciences. Intellectual formation, religious education, the development of

ing junior colleges, gained four-year status in May when Governor Price Daniel signed into law a measure authorizing junior-level courses this fall and senior year courses in September, 1960.

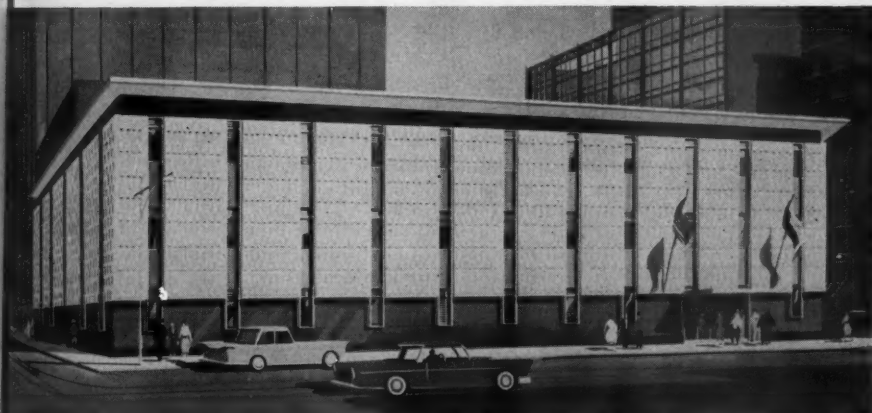
Emphasis at Arlington State has been, and will continue to be, on sound training in the fields of engineering, business administration, the sciences and liberal arts. The new curriculum will include third-year courses in 11 college divisions in September. A third year of foreign languages will be available in September, 1960, and by 1961 when freshmen of 1959 are juniors, advanced work in aeronautical, civil and industrial engineering, as well as in psychology, will be added to the curriculum.

Expansion of facilities to keep pace with growth of student body is already underway on the ASC campus. A new classroom building for engineering, containing

100,000 square feet of floor space, is under construction and will be ready for use by September of next year. Second project of a \$10 million building program which is to be completed by 1967, the new engineering building will add 50% to the available classroom space on the campus.

More than 200 faculty members will provide classroom instruction as well as personal counsel for ASC's expanded student body this fall. Many of them will be nationally known authorities in their fields.

In conjunction with its four-year program, ASC will continue to offer courses designed to train students in two years for



DALLAS COLLEGE is completing an \$800,000 adult education center downtown.

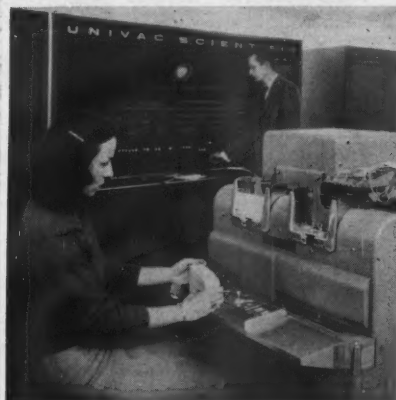
moral values go hand in hand with liberal studies and education in the sciences.

The university is operated under Catholic auspices, but is open to students of all faiths. Approximately one out of four students is non-Catholic.

The student body, which is expected to include some 750 this year, is drawn from all parts of the nation, with Dallas and the Southwest furnishing the greatest number. Although just three years old, the university has already attracted students from 10 foreign countries.

When it opens its doors next month as a senior college, Arlington State College faces probably the greatest challenge in its 42-year history. The coeducational member of the Texas A&M College System, long considered one of the nation's lead-

SMU offers training in programming for the Univac 1103 Computer.



one in its  
freshman  
ago, will  
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immediate employment in specific phases of engineering and business administration. The college has pioneered in this "terminal" work and has perfected the offerings through years of experience.

The addition of a four-year state-supported college to the Dallas area is expected to have a noticeable impact on area industry. Locally trained engineers and technical personnel have periodically been in short supply, and ASC in its new role will certainly help to relieve whatever shortages might occur as Dallas industry continues to grow. The same result may be expected in business administration fields, where adequately trained new talent has been lacking in some years.

Recently, the dream of Southern Methodist University has been that a freshman entering the university could go as high as he wished in education, traveling academically at SMU to the final doctor of philosophy degree, and that this degree from SMU would be as valuable to the student as that from any other institution. Next month, this dream will come a step nearer to being a reality.

With the initiation of Ph.D. studies and with an added emphasis on graduate education, SMU gives Dallas a university in the truest and fullest sense. The significance to Dallas should be tremendous, as SMU attracts, trains and holds for the area highly qualified advanced scholars in business, science, engineering, the arts, education and many other fields.

Marking this academic maturity for SMU and meaning more highly trained personnel for Dallas is the first doctor of philosophy program, which is being launched next month in the field of economics. Ten full-time and five part-time graduate students will enroll in this first doctoral program in September. The economics advanced work is only the beginning of doctoral work for SMU. A similar program in the field of religion is currently under consideration. Other doctoral programs in the humanities and the social sciences and the fine arts will follow.

Graduate work in the sciences at SMU is closely linked with The Graduate Research Center. The Center is a private corporation chartered in 1957 through the interest of leading Dallas businessmen and industrialists and of the Dallas Chamber of Commerce. Its trustees are leading figures in business and industry over the Southwest. The Graduate Research Center will cooperate with the graduate school in basic research and instruction in the sciences and engineering.

A fellowship of outstanding scientists and technologists of the Dallas-North

Texas area will be drawn together by the Center. They will work in the Center's program with SMU faculty members to bring together what could ultimately become one of the finest teaching and research programs in the nation. Graduate students of ability will undertake basic problems at the Center and will have the opportunity to earn master's and Ph.D. degrees through the Graduate School.

The Center will first concentrate on geology, geophysics and the other earth sciences. A superior library in these sciences has been developed; it includes the famed DeGolyer geological collection, now on permanent loan to the University, and a recently acquired portion of a private library donated by Dallas geologist Charles Gill Morgan.

Research and instruction facilities to back up these graduate programs on the SMU campus include some that are unique in this section. Many are being used by other universities; their placement at SMU has already made it a regional research center.

Research is coming of age in the university's Herbarium, Acoustics Laboratory, Seismological Laboratory, Electronics Computing Center, Aeronautical Engineering Laboratory, Nuclear Research Laboratory, Solid State Physics Laboratory and Paleontological Laboratory. The new wind tunnel installation has been trial-run during 1959 and is expected to develop its 3,000 miles per hour air pressure in aeronautical engineering experiments by 1960.

Student and faculty training in programming for the giant Univac Scientific 1103 computer has been successful in the last two years, which have been devoted to becoming acquainted with its usefulness as a research tool and extending its services as a regional research facility. Studies made since 1957 with the computer have included multiple comparison of Biblical texts, number theory investigation involving enumeration, language translation, prediction of effects of management decisions, calculations of estimates of probabilities for complex systems, prediction of college grades from personal history and test performances and economic analyses. Programs currently being written for the computer include factor analysis, frequency distribution of normal mode of vibration in a body-centered cubic crystal, Monte Carlo simulation of a nuclear reactor and curved paths for crystal wave study.

Important basic research continues at SMU with work in the problem of aging.

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UST, 1959



## TIMESAVING

When speed is essential to your national and international banking transactions, Republic National Bank's world-wide correspondent network saves you time and worry, assures you of fast, dependable service. This, plus experience, facilities and an interest in your financial requirements make Republic the "businessman's bank." How may we serve you?

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DALLAS • AUGUST, 1959





JUSTIN F. KIMBALL High School is one of the South's largest and most modern.

## Top Flight Schools for Dallas Youngsters

By Sue Connally

Dallas' "togetherness" is in few places more accentuated than in the realm of education. The city, ever progressive in its actions, has educational plants worthy of any Texas brag ever invented. In few cities, for instance, is the trust between the public and its city school system as great as it is here.

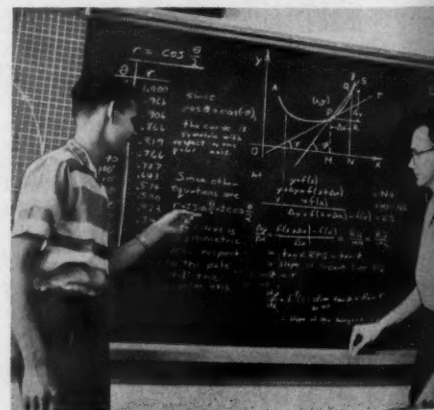
Evidence of this is plain in the face of the fact that voters have never failed to approve a bond program offered by the Dallas Independent School District. This is no small achievement. For example, in just eight years (from 1946 to 1954) voters passed four bond issues totaling \$86,330,000 to insure that Dallas youngsters

would learn their ABC's, three R's and much more in fine new buildings or renovated older ones.

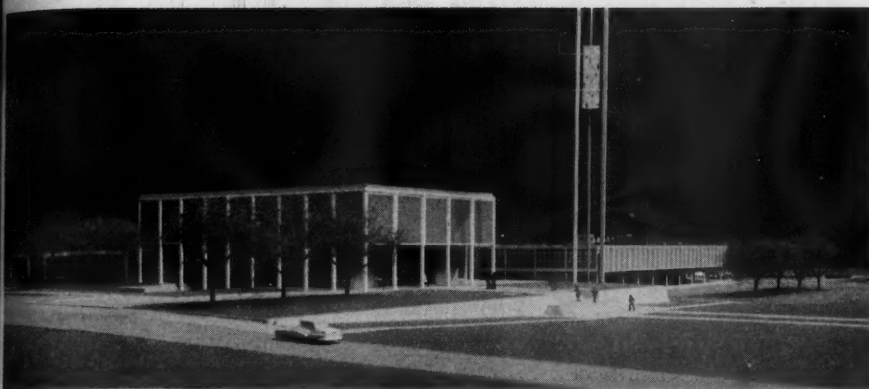
The multi-needs of children with inquiring minds to develop are answered in literally hundreds of public, private and parochial schools spread throughout the sprawling city. Dallas is nationally known for some of these.

In addition to the big Dallas Independent School District with its 149 school plants, which offer students the full range between the vocational and academic, or college preparatory course, there is the Highland Park Independent School District. Within this comparatively small sys-

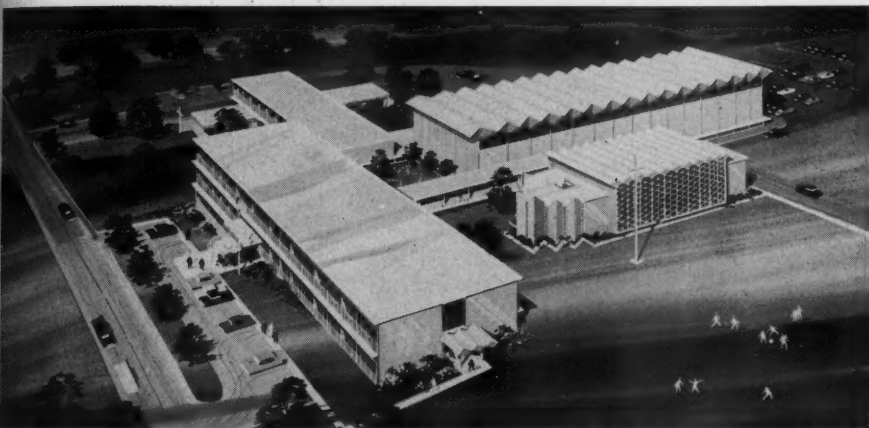
WELL-ROUNDED curriculum, from college-level math (below) to shop classes (right), are offered by the Dallas School District.







A NEW \$3,000,000 school is now under construction for Hockaday.



GROUNDBREAKING for Jesuit High School is expected this year.



MISSILES are a timely topic in sixth-grade public school, as shown above.



tem there is, however, one of the finest educational systems in the nation, which has long recognized the quality of its six schools.

Ursuline Academy, though one of the oldest schools in Dallas (it was established in 1874), is at least in one respect, the most modern. This fall the school will offer its class of young women a closed circuit television system in addition to a proven successful program of honors classes. Ursuline will be the first private school in Dallas to have the television system.

And, for the first time in the public school system, Richardson school children this fall will have the advantage of educational television. Supt. J. J. Pearce said the new educational TV station, first in the area, will begin operation for only an hour or two a day. The majority of the programming, he reports, will be on the elementary level and may include science, math, or foreign language.

The 46-year-old Hockaday School, also for girls, maintains an almost constant percentage of 100 in regard to the number of graduates who attend college. Hocka-

day, needing more room to grow, has an entirely new plant now on the drawing boards with hopes for completion by September, 1961.

St. Mark's School of Texas, situated on a spacious campus in far North Dallas, has provided for its young men seven new buildings in the past 10 years, as well as advanced programs in five areas of its academic program.

Jesuit High School, contained in one of the largest building in Dallas (on Oak Lawn), has been a leader in advanced class work for its gifted students and is now turning to work that would aid the "slow learner."

The Greenhill School, only nine years old, is already too big for its present location and is moving the campus onto a new 83-acre site. This school too has inaugurated new progressive programs in its strictly academic system and, for instance, has introduced mathematics in the pre-school grades.

School Supt. W. T. White, who has guided the Dallas system through one of the biggest construction booms in the nation's school history, promises further expansion in the two most talked of school concerns: housing and facilities for the gifted students.

"We are still gaining a scholastic population of 6,000 a year but we have a large comfortable backlog of seats in new buildings where communities have not completely developed. As soon as residential construction takes on a more rapid rate of development the corresponding increase of schoolhouse construction will follow."

He adds, "At a very early date all our senior high schools will be filled so that within three to five years we shall need two more senior high schools, several junior high schools and a number of elementary schools."

Of the Dallas system's provisions for the more advanced students—which have included college-level courses in science and mathematics, honors courses in junior high schools and an introduction of foreign language in elementary schools—Mr. White says:

"We are very pleased with the progress and the results. We are always in the process of making additional improvements and changes to meet the new scientific, economical and social conditions facing our young people. We will have more programs in this respect."

In such schools as Ursuline the high school curriculum for many of the students would stagger some of those critics

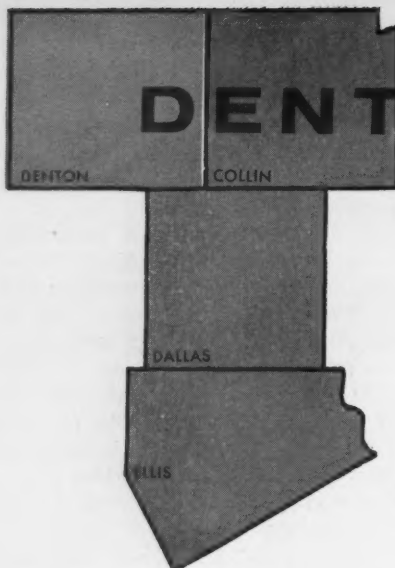
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AUGUST, 1959



# DENTON COUNTY

## ...a part of the Dallas Metropolitan Area

**EDITOR'S NOTE:** This is the second of a series of articles on the three new counties added to the Dallas Metropolitan Area by the Federal Government this year. This article on Denton County will be followed in a future issue of DALLAS by an article on Ellis County.

Next time you're on the north edge of the Dallas city limits, take another 20-minute drive on an eight lane expressway and you'll hear sounds that might give you a headache.

To the approximately 55,000 persons who live in Denton County today (the figures will be out of date tomorrow), the sounds they hear are so natural that a headache is the least pain they have—most of them are too busy helping to make those sounds.

The sounds are hammers and saws and everything else that goes into construction. All over Denton County, and particularly in Denton and Lewisville, you can't walk or drive more than a minute without seeing concrete being poured or

scaffolding being erected. You'd almost think the entire county had just been founded and pioneers were rushing to see who could build the most the quickest.

Actually, Denton County is 113 years old, although parts of it were settled long before that. Since its creation in 1846, it has long been primarily the center of a richly diversified agricultural and livestock area. But that situation is fast changing, although "agribusiness" is still a prime part of its economy and agriculture, as such, is far from unimportant.

It was in 1890 that a new force in Denton County had its beginning. It was that year that a private normal school was established. A few years later, in 1899, the struggling normal school became a state-supported institution. Then in 1903 the Legislature took the unusual step of locating another state college in Denton, this one for women. The two schools are now North Texas State College and Texas Woman's University, which last year had a combined total of 10,407 students enrolled.

Both are now an integral part of Denton County and of the entire Southwest. Co-educational North Texas State, for instance, has a larger enrollment than SMU, TCU, Texas A&M or Rice.

Reorganized in 1957 when the Legislature approved the new name for what was then Texas State College for Women, TWU is the nation's leader in many fields. Its research facilities and programs in such fields as nutrition and therapy are not equaled in the Southwest. In all, TWU has nine components: College of Arts and Sciences, College of Education, College of Fine Arts, College of Health, Physical Education and Recreation, College of Household Arts and Sciences, College of Nursing, School of Library Science, School of Occupational Therapy and the Graduate School which offers the doctor's degree in two fields. Last year's enrollment was 2,510.

North Texas State, now the third largest of the 19 fully state-supported senior colleges, was reorganized on a university basis in 1945, four years before the word "Teachers" was dropped from its name. As reorganized, North Texas State has six parts: College of Arts and Sciences, the Graduate School which offers doctor's degrees in two fields, the School of Business Administration, the School of Education, the School of Home Economics and the School of Music. Although dozens of fields of studies are offered, North Texas State is particularly

**PRETTY GIRLS** and pretty campus—these impress visitors to Texas Woman's University which enrolled 2,510 in 1958.



**NTSC** biology and chemistry students enjoy recently completed labs. A new physics building is nearing completion.

**LEWISVILLE** has grown from 1,516 residents in 1950 to 3,200, largely the result of Garza-Little Elm and Grapevine Lake.





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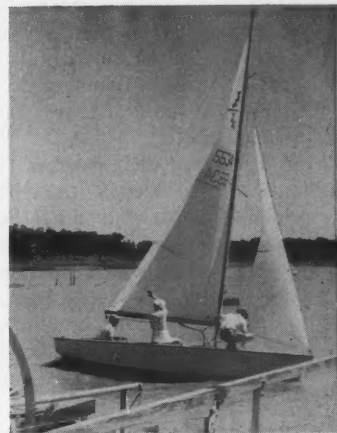
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AERIAL VIEW of Texas Woman's University at Denton, looking north.

MAIN LIBRARY at North Texas State is the second largest library of state's publicly owned colleges.



GARZA-LITTLE ELM and Grapevine draw thousands of boaters yearly.

well known for its work in music, education, business administration, science and journalism. Last year's enrollment was 7,897.

As is almost always the case in the field of community projects, NTSC and TWU have been the pace setters in the last year in helping make those construction noises. Both are in the midst of gigantic 10-year building programs which together total 10 million dollars.

Most of TWU's new buildings will be completed in time for the September term. These include an indoor swimming pool of Olympic size, the Redbud Auditorium, a new co-operative dormitory, an addition to the library, a demonstration elementary school and an addition to one of the main classroom units.

At NTSC, three of the new buildings are completed and most of the others will

be finished this year. These include a new hospital, physics-mathematics building, library annex, business administration building, a third building for the School of Music and an industrial arts building. The new three-story, air conditioned business administration building will have almost as many classrooms as the entire college had in 1948 and more faculty offices than the entire campus had then.

Higher education is not the only field that helps make Denton a university center of the Southwest. By next summer the new \$25 million Denton State School will be completed. Authorized by the Legislature, the new campus-like school for the mentally retarded is being constructed on a site paid for by rank and file Dentonites who contributed \$100,000 to buy the land for the state. The fast-growing Denton

Chamber of Commerce spearheaded the community drive to raise the funds.

Also under construction in Denton today is a \$200,000 radio station for the Southwestern regional headquarters of the U. S. Office of Civil and Defense Mobilization, an \$820,470 addition that will double the size of the post-war city-county Flow Memorial hospital, a \$1,500,000 Nike guided missile base (one of four ringing the Dallas area) and an \$186,957 addition to the main post office. Also under construction are scores of new homes in all parts of Denton. By midyear, 102 new homes had been started in Denton, and when 1959 ends, the total will likely approach 300. A recent survey by the Denton Record-Chronicle indicates that about 1,300 new homes are planned in the next five years, and the newspaper

(Continued on page 64)

CLOSED circuit TV is used in the Denton Headquarters of the U.S. office of Civil and Defense Mobilization.



MORE THAN 125 churches represent most faiths in Denton County. In the last 18 months, new plants and additions have cost \$250,000. By year's end church projects will total \$700,000 for a two-year period.





SKILLS learned in Dallas (here at Baylor's Center) return to many countries.

By Judy Bonner

The patient in Room 426 at Parkland Memorial Hospital was sinking rapidly. Deep burns he suffered in a gas tank explosion a few weeks earlier covered much of his body. Now, even though swift, skilled treatment had begun to heal the wounds, the man still had no strength to fight the inroads of shock or to withstand tedious skin grafting.

Doctors knew that their patient's two greatest needs were freedom from pain and nutrition — food and liquid to help bring his body chemistry back to par. But narcotics were no longer doing their job, and the dosage had to be limited because of addiction danger. Eating or drinking seemed out of the question for him. He was suffering far too much to take any nourishment.

Then a team of experts from nearby Southwestern Medical School — a psychologist and two surgeons — were called in on the case. They had been experimenting in classroom and laboratory with a bold new technique, hypnosis, for easing pain. This seemed the ideal time to try their experiment on an actual patient.



## Medical Education Reaps High Returns

rences like this are almost commonplace in Dallas, which today ranks as one of the country's leading centers of medical education. The application of lifesaving new ideas to patients, typified by the hypnosis experiment, is only one benefit for people who live in such a center. Some others:

\*The caliber of every private physician in a medical center is improved because these doctors have more chance to learn the newest medical advances and because they improve their own abilities by teaching them to others. This in turn means a higher quality of medical care for their patients.



METHODIST'S Nursing School is known throughout the U.S.

BAYLOR UNIVERSITY'S College of Dentistry draws thousands.

The burned man was put under hypnosis and told that when he was awakened, his pain would be gone and he would want to eat the food doctors prescribed for him. The technique worked, and the patient eventually recovered and returned to his job. Those who knew about the case called it a miracle.

Miracle it may have been, but occur-

\*Not only are doctors and members of allied medical professions better qualified, there are more of them attracted here by the opportunities a medical center offers. Dallas, for example, has no shortage of doctors and a less critical shortage of nurses and other medical personnel than many cities.

\*Hospitals, where medical education is

put into practical use, are always better in a medical center and are thus able to give more modern treatment.

\*Medical and scientific research increases, since research and teaching go hand in hand. This brings added stature to the city in scientific circles as well as paving the way for longer, healthier lives and a more basic understanding of all sickness.

Dallas is now recognized without qualification as the finest medical education center in the entire Southwest. The growth that made this recognition possible is typical of the booming city, because medical education got its true start here less than 25 years ago. In contrast, the giant medical centers of the north and east have been in operation a century or more.

When talk turns to medical education in Dallas, most people think immediately of the University of Texas Southwestern Medical School and nothing else. Southwestern is the hub of medical education here, but not the whole wheel. Every hospital, every clinic, every research laboratory and, in a very real sense, every doctor's office, is a part of it, too.

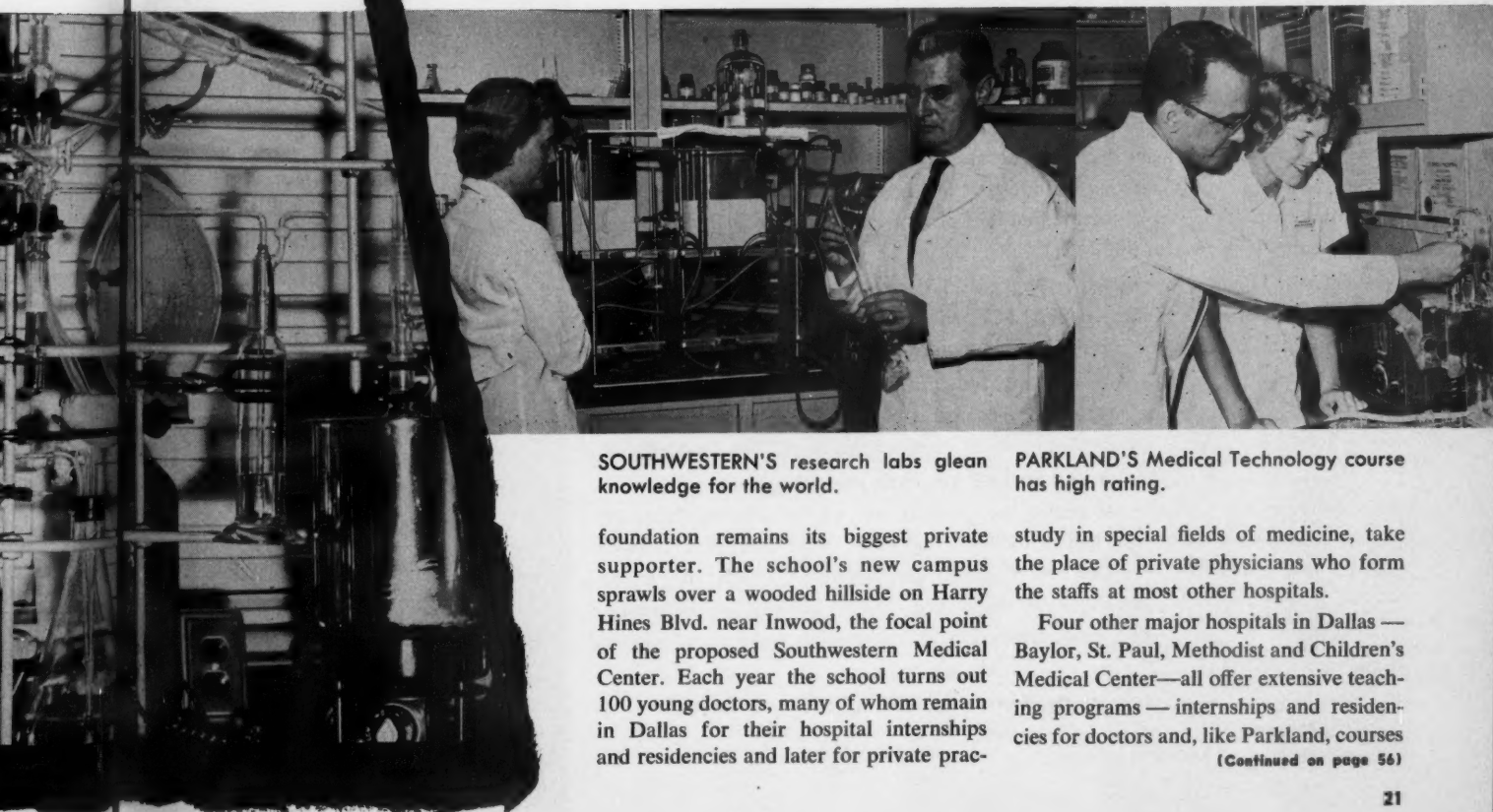
Southwestern itself was founded 16 years ago by the Southwestern Medical Foundation and later became a part of the University of Texas system, although the

tice or teaching positions. Southwestern also grants degrees in medical arts, or medical illustration — the only school in this area with such a program.

More than 100 fulltime faculty members, all leaders in their fields of medicine, and another 650 Dallas physicians who donate their time make up the medical school's teaching staff. The private physicians serve on the clinical faculty, meaning they instruct students in actual patient care. Fulltime professors teach and direct research.

Big, impressive-looking Parkland Hospital is Dallas' number one teaching hospital, for it is here that Southwestern students learn how to care for patients — starting as observers in their sophomore year and continuing until, as seniors, they handle cases on their own under supervision of faculty members. They see a variety of illness and injury, since Parkland is both a charity and emergency institution, and in the out-patient clinic they treat the same kind of cases that will come to their own offices when they establish their practices.

In addition to students and faculty members from the medical school, Parkland has an extra-large "house staff" of interns and residents, almost 150 in all. The residents, who are doing advanced



**SOUTHWESTERN'S** research labs glean knowledge for the world.

foundation remains its biggest private supporter. The school's new campus sprawls over a wooded hillside on Harry Hines Blvd. near Inwood, the focal point of the proposed Southwestern Medical Center. Each year the school turns out 100 young doctors, many of whom remain in Dallas for their hospital internships and residencies and later for private prac-

**PARKLAND'S** Medical Technology course has high rating.

study in special fields of medicine, take the place of private physicians who form the staffs at most other hospitals.

Four other major hospitals in Dallas — Baylor, St. Paul, Methodist and Children's Medical Center—all offer extensive teaching programs — internships and residencies for doctors and, like Parkland, courses

(Continued on page 56)

## First Six Months' Report:

# Dallas Business Spurts Ahead

In comparing Dallas business in the first six months of 1959 with the first six months of 1958, the Dallas Chamber of Commerce discovered that it was not a question of whether business went up or down but how high it went up. Of the 29 indexes the Chamber's Research Department uses to measure Dallas business, just one showed a decline — that of only 3.2% — while the gains in the other 28 ranged from 2.3% in pounds of air mail originated to 80.7% in total number of new businesses opened in Dallas during 1959's first six months.

Sizeable gains of more than 10% were evident in 17 of the 29 business indicators, with eight of the indexes showing major increases in excess of 20%.

The only decline occurred in manufacturing employment, which dropped 3.2% from 88,250 in June, 1958, to 85,400, in June, 1959. This loss of 2,850 factory jobs resulted almost entirely from a reduction of 7,000 workers in the aircraft industry.

"Thus, some three-fifths of the aircraft retrenchment was offset by job gains in 13 other manufacturing categories," Chamber Research Director George F. Dodgen pointed out. He noted larger expansions occurring in production of electronics equipment, machinery, apparel products, concrete products, and in printing and publishing.

"This improved balance of diversification in local industry constitutes some element of strength in itself," he added.

A total of 52 new manufacturing plants opened in Dallas County during the first half of 1959, representing a 62.5% increase over the 32 factories opened in the same period last year. Total employment, on the strength of job gains in nonmanufacturing, was up 10,825 — or 2.8% — from June, 1958, to June, 1959.

The total number of new business concerns opened during the first half of 1959 increased to 824, nearly doubling the 456 new firms opened in the first half of 1958 and setting an all-time record for the first half of any year since the Dallas Chamber began keeping such records in 1946.

Total building contract awards jumped 20.3%, with residential and non-residential awards registering increases of 31.9% and 4.3% respectively. The dollar value of building permits issued during the past six months soared 32.9% over the first half of 1958.

"These gains, following sizeable 1958 increases of over 1957, indicate construction activity for the entire year 1959 may reach a near-record level," Mr. Dodgen said.

Consumption of electricity and natural gas each showed healthy gains, with industrial consumption increases pacing the gains in each of the utilities. Retail department store sales for the first half of 1959 were up 12%. Other significant increases over the first half of 1958 included new passenger cars registered, 30.6%; new trucks registered, 19.8%; air express shipments dispatched, 15.9%; railway car unloadings, 14.8%; postal receipts, 21.9%; bank debits, 11.3%, and savings and loan association deposits, 9.7%.

Detailed statistics, comparing the first six months of 1959 with the same 1958 period, are shown on the accompanying page.

# 1959

824
52
398,450
85,400
\$13,615,992
\$15,138,902
\$2,215,607
\$2,503,967
\$268,926,061
\$122,212,000
\$27,847,000
\$44,365,000
\$90,322,557
\$12,800,635
870,482
1,174,768,885
294,669,257
44,509,551
27,807,042
221,110
202,844
210,898
404,940
21,938
3,631
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48,577
32,146
68,848



# Dallas Business and Economic Statistics

59

First Six Months

% CHANGE

1958

New Business Concerns — Total . . . . .	80.7	456
Manufacturers . . . . .	62.5	32
Employment — Total (June)* . . . . .	2.8	387,625
Manufacturing Employment* . . . . .	— 3.2	88,250
Bank Clearings (add 000's) . . . . .	14.6	\$11,884,005
Bank Debits (add 000's) . . . . .	11.3	\$13,603,608
Bank Deposits (June) (add 000's) . . . . .	2.8	\$2,155,739
Bank Resources (June) (add 000's) . . . . .	3.8	\$2,412,086
Saving & Loan Association Deposits (June 30) . . . . .	9.7	\$245,128,385
Building Contract Awards — Total* (5 months) . . . . .	20.3	\$101,562,000
Residential Building* (5 months) . . . . .	31.9	\$59,025,000
Non-Residential Building* (5 months) . . . . .	4.3	\$42,537,000
Dollar Value Building Permits . . . . .	32.9	\$67,984,546
Postal Receipts . . . . .	21.9	\$10,502,627
Air Mail Originated (lbs.) . . . . .	2.3	850,779
Consumption of Electricity (KWH) — Total . . . . .	8.7	1,081,177,191
Industrial . . . . .	14.0	258,448,838
Consumption of Natural Gas (Cu. Ft.) — Total . . . . .	15.2	38,624,966
Industrial . . . . .	21.6	22,874,004
No. of Electric Meters (June 30) . . . . .	3.9	212,711
No. of Water Meters (June 30) . . . . .	3.7	195,566
No. of Gas Meters (June 30) . . . . .	2.6	205,524
No. of Telephones (June 30)* . . . . .	7.3	377,525
New Passenger Cars Registered* . . . . .	30.6	16,798
New Trucks Registered* . . . . .	19.8	3,030
Retail Department Store Sales . . . . .	12.0	n.a.
No. of Air Express Shipments:		
Received . . . . .	10.6	43,904
Dispatched . . . . .	15.9	27,732
Railway Cars Unloaded . . . . .	14.8	59,972

\*Includes all of Dallas County. Other data (except No. of telephones) cover the City of Dallas and its four "island cities" — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes all of Dallas County's 29 municipalities except Carrollton, Coppell, Garland, Irving, Lancaster, Rowlett, Sachse, Seagoville and Wilmer.

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\$13,615,992

\$15,138,902

\$2,215,607

\$2,503,967

\$268,926,061

\$122,212,000

\$27,847,000

\$44,365,000

\$90,322,557

\$12,800,635

870,482

1,174,768,885

294,669,257

44,509,551

27,807,042

221,110

202,844

210,898

404,940

21,938

3,631

n.a.

48,577

32,146

68,848



# Dallas Business and Economic Statistics

59

1958

First Six Months

% CHANGE

New Business Concerns — Total . . . . .	80.7	456
Manufacturers . . . . .	62.5	32
Employment — Total (June)* . . . . .	2.8	387,625
Manufacturing Employment* . . . . .	— 3.2	88,250
Bank Clearings (add 000's) . . . . .	14.6	\$11,884,005
Bank Debits (add 000's) . . . . .	11.3	\$13,603,608
Bank Deposits (June) (add 000's) . . . . .	2.8	\$2,155,739
Bank Resources (June) (add 000's) . . . . .	3.8	\$2,412,086
Saving & Loan Association Deposits (June 30) . . . . .	9.7	\$245,128,385
Building Contract Awards — Total* (5 months) . . . . .	20.3	\$101,562,000
Residential Building* (5 months) . . . . .	31.9	\$59,025,000
Non-Residential Building* (5 months) . . . . .	4.3	\$42,537,000
Dollar Value Building Permits . . . . .	32.9	\$67,984,546
Postal Receipts . . . . .	21.9	\$10,502,627
Air Mail Originated (lbs.) . . . . .	2.3	850,779
Consumption of Electricity (KWH) — Total . . . . .	8.7	1,081,177,191
Industrial . . . . .	14.0	258,448,838
Consumption of Natural Gas (Cu. Ft.) — Total . . . . .	15.2	38,624,966
Industrial . . . . .	21.6	22,874,004
No. of Electric Meters (June 30) . . . . .	3.9	212,711
No. of Water Meters (June 30) . . . . .	3.7	195,566
No. of Gas Meters (June 30) . . . . .	2.6	205,524
No. of Telephones (June 30)* . . . . .	7.3	377,525
New Passenger Cars Registered* . . . . .	30.6	16,798
New Trucks Registered* . . . . .	19.8	3,030
Retail Department Store Sales . . . . .	12.0	n.a.
No. of Air Express Shipments:		
Received . . . . .	10.6	43,904
Dispatched . . . . .	15.9	27,732
Railway Cars Unloaded . . . . .	14.8	59,972

\*Includes all of Dallas County. Other data (except No. of telephones) cover the City of Dallas and its four "island cities" — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes all of Dallas County's 29 municipalities except Carrollton, Coppell, Garland, Irving, Lancaster, Rowlett, Sachse, Seagoville and Wilmer.

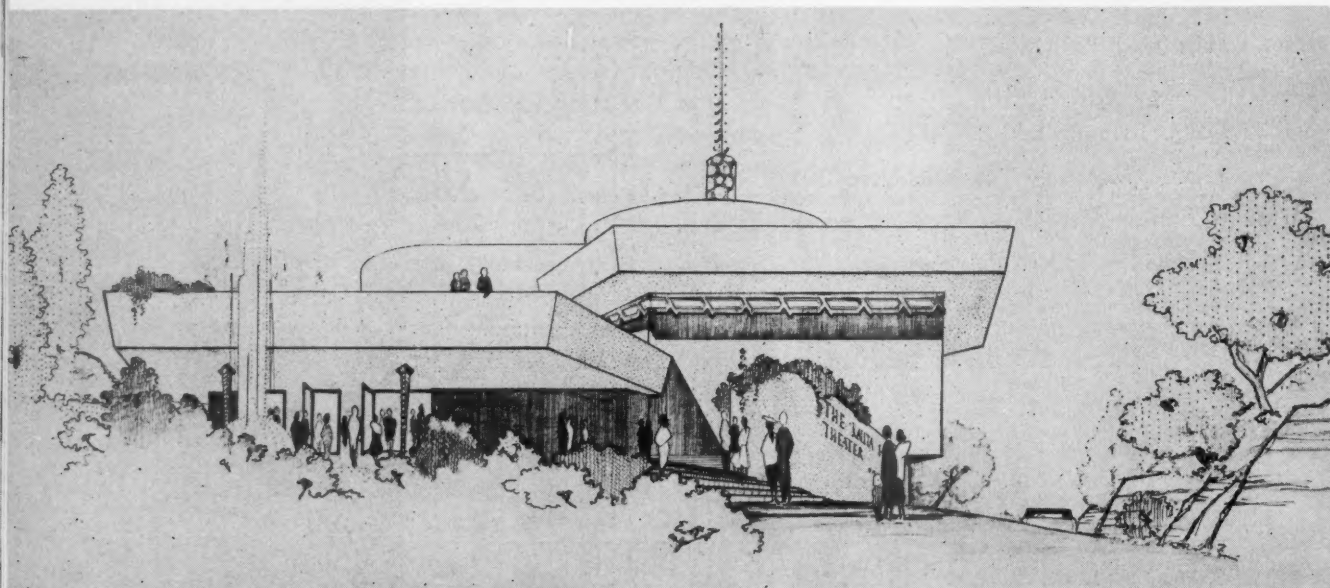


# DALLAS THEATER CENTER

*A New Pattern for Drama Art*



PAUL BAKER



Theater-lovers from all over the world are now looking at Dallas as the September 9 opening date for the Dallas Theater Center approaches. The theater building, nearing completion, will house a theatrical group to produce plays for Dallas, the surrounding region and the nation. Already famous, even before it is finished, the building was designed by Frank Lloyd Wright, and promises to be an exciting conversation piece for all who view it, as well as a source of pride for Dallas.

Located on beautiful Turtle Creek, the building provides dramatic impact with its slanted walls, levered overhangs, terraces, balconies, and the soaring dome which encloses the revolving stage inside.

There are no major right angles in the building. Every wall is at an offset angle degree. Mr. Wright chose the site with its surrounding trees and declared that his theater would be constructed on this spot and nowhere else. For this reason, the edifice blends in with and compliments this beautiful setting. At the top of the drive, and in the entranceway, there is a water fountain system and planter arrangement.

Into the auditorium is the essential element of the construction—a revolving stage, 40 feet across, with an acting area on each side of it. Mr. Wright has succeeded in maintaining that fine line which must exist between the actor and the audience, even though the first row of seats will be only three feet from the stage. Individual chairs will be placed on the auditorium floor levels, and are to be upholstered, with individual arm rests to insure comfort during performances.

In the area behind the stage are three tiers of rooms which will contain dressing rooms, costume storage and workshop, rehearsal space, and an outside balcony for the actors. Below the stage level is the workshop area for construction of scenery and storage for properties, scenery and tools.

Paul Baker, director of the center, has announced elaborate plans for the future school of drama. The school will be conducted on five levels; Children's and Teen Theater, for age groups from 8 to 17. Adult Theater for the citizens of Dallas;

FRANK LLOYD WRIGHT designed the center for its beautiful setting.



EVEN BEFORE COMPLETION classes in Children's Theater have started.

Experimental theater for the exploitation of light, space, and sound; Repertory Theater for professional actors who will be coming from all over the world to this theater; and finally, a Graduate School of Drama.

Students in the Children Theater are to meet once each week for nine months, at the end of which a production or presentation will be given. In the Adult program, interested citizens will have the opportunity to take part in plays at the center, as well as taking courses in acting, basic theater, lighting, scene design, play-writing and advanced symposium in theater. The Repertory Company will create a repertoire of plays to be carried to distant parts of the country in the interest of the Dallas Theater Center. Certain notables of the stage will appear during the acting season, such as Charles Laughton and Burgess Meredith.

The Graduate School, offering a Master of Arts degree in drama, will be composed of students who already have a Bachelor of Arts degree. Students from England, the Philippines, Formosa, Korea, and South America, as well as the United States will be attending. All of these different groups will complement each other when a production is planned out and produced. A rounded program to give experience by actual participation will be followed.

Among those interested in the center's development, and particularly in the Repertory Theater, are Charles Laughton, Burgess Meredith, Peggy Wood, and other Broadway luminaries.

Director Baker, long known for his ability to stage the unusual and heretofore unseen in the art field, has many new, untried theories in staging which he can now develop in this new staging arrangement. The versatile Mr. Baker made the theater his profession over two decades ago. Since those days as a schoolboy actor in his hometown of Waxahachie, he has never swerved from his path. A product of George Pierce Baker's famous Yale workshop, he toured the world, studying the theaters in England, France, Russia and Japan. He holds a B.A. and Ph. D. from Trinity University and a M.A. from Yale.

He has said, "Today, a whole new pattern is emerging. New centers in the Arts, dance, music, and the drama are developing. Dallas will be among the first to have such a center."

Charles Laughton, expressing enthusiasm over the center, said, "Mr. Wright always wanted to build a theater, and only Dallas would let him."

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# Dallas Civic Opera Wins World Acclaim



LEADING LIGHTS behind the Dallas Civic Opera are Nicola Rescigno, conductor and artistic director, left, and Lawrence Kelly, general manager, right.

"How did Dallas get to be so good?" asked the New York Herald-Tribune music critic after seeing Dallas Civic Opera last season. "The miracle was total opera, unique at any time, but absolutely astounding in Dallas," he wrote.

Such eulogies to the quality of its operatic production have become commonplace to Dallas in the national press and in European newspapers.

One of this city's locally conceived productions, "Medea," starring Maria Callas, was loaned in June to the Royal Opera House in London's Covent Garden in a history-making international exchange of grand opera. The trade will be completed this fall when Covent Garden's production of "Lucia di Lammermoor" is presented in State Fair Music Hall to open the 1959 Civic Opera season. This will be followed by performances of "Barber of Seville," designed in Milan, Italy, especially for Dallas, and a triumphant repeat of "Medea."

Meanwhile, Paris and Berlin opera houses want to borrow Dallas' "Medea" in December, in exchange for one of their productions to be sent here in 1960.

Dallas' 1959 casts will also include such celebrated artists as the international concert star, Nan Merriman, who rarely will consent to sing opera, but was persuaded to join the company this season; Ettore Bastianini, Gianni Raimondi, Jon Vickers, Nicola Zaccaria, Carlo Badioli, Paolo Montarsolo,

MARIA CALLAS reaches heights of dramatic opera in a fiery scene from "Medea," spectacular repeat from last year.



TOP LEFT: Gianni Raimondi, appearing in "Lucia di Lammermoor," opening night.

TOP RIGHT: Katherine Williams, soprano, in "Medea" November 19 and 21.

CENTER LEFT: Jon Vickers, who will appear in the Dallas "Medea" production.

CENTER RIGHT: Nan Merriman, famed concert star in a rare opera appearance.

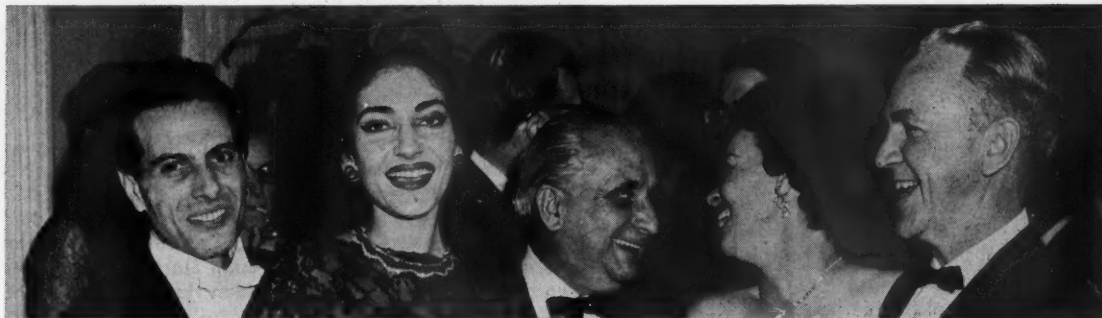
BOTTOM: Callas, in her first comedy role in America, with Ettore Bastianini in "Barber of Seville", Nov. 12 and 14.



## FESTIVAL PLANNED

Dallas' rare distinction as an exciting center of opera, concert, drama and art, will be celebrated this fall by Dallas civic leaders and patrons of the arts. Tourists from throughout the country will be invited to join with Southwesterners in enjoying a brilliant calendar of artistic and entertainment events.

To be called the "Dallas Fall Festival," a five-weeks period from Oct. 23 to Nov. 30 will be observed. All civic-sponsored cultural organizations are invited to participate. Tentative plans are to include not only the opera, but concerts, theatre, art exhibits, lectures, fashion shows, antique marts, and tours of Dallas homes and gardens.



NICOLA ZACCARIA, in "Medea" and "Lucia", which opens the 1959 season.

WELCOMED BY OLD FRIENDS, Maria Callas is surrounded by Conductor Rescigno, Batista Meneghini, Mrs. Robert L. Clark and Mr. Clark, executive committee chairman.

and Katherine Williams as well as Mme. Callas, the most spectacular figure on the contemporary musical stage.

Critics coming here to review the Dallas performances represent a cross-section of the national press, and the audiences will contain legions of opera lovers traveling thousands of miles to see the widely-heralded new company. Ticket orders have come from such distant places as Toronto, Canada; Boston, New York, Miami, Chicago, Portland, Ore., Los Angeles, Mexico City and places between.

The aggregate of out-of-town opera lovers will match a major convention in size. Last year 4000 out-of-towners came to Dallas for one or more performances, some taking their two-weeks vacation here to embrace the full opera season. This year the opera "convention" may double that figure.

The answer to "how did Dallas get to be so good?" lies in the electric fusion of one gifted young man's vision and skill with a group of Dallas civic leaders' faith and backing. The result has made an explosion in international music.

The individual who conceived and executed Dallas' resident opera is general manager Lawrence Kelly, who combines vast artistic know-how with keen business acumen. It was he who devised the plan for international exchange of operas to reduce local production costs, and at the same time spread Dallas' fame across the Atlantic.

The civic leaders who give staunch backing to the enterprising young impressario and make Dallas' creation of opera possible are led by Leo F. Corrigan Sr., chairman of the company's board of directors; Henry S. Miller Jr., president, and Robert L. Clark, chairman of the executive committee. They are joined by some 200 industrial and social leaders who contribute from \$10 to \$1000 to underwrite production costs.

The 1959 Dallas Civic Opera full season will present:

Nov. 6 evening and Nov. 8 matinee, "Lucia di Lammermoor," with Callas, Raimondi, Bastianini, Zaccaria; con-

ductor, Nicola Rescigno; designed and directed by Franco Zeffirelli, Europe's pre-eminent stager of opera.

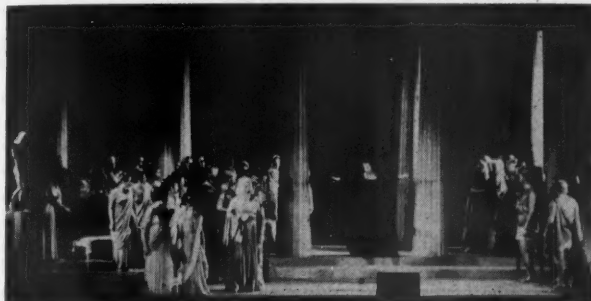
Nov. 12 and 14, evenings, "Barber of Seville," with Bastianini, Callas, Badioli, Montarsolo; Conductor Rescigno; directed by Zeffirelli; sets and costumes designed in Milan by the famous Italian artist, Bice Bricchetto.

Nov. 19 and 21 evenings, "Medea," with Callas, Vickers, Merriman, Williams, Zaccaria; Conductor Rescigno; directed by Alexis Minotis, of Athens' Greek National Theatre; sets and costumes designed in Athens especially for Dallas by Greek artist, John Tsarouchis.

Jean Rosenthal, famed Broadway lighting designer and theatrical consultant, is production manager. The Dallas Symphony Orchestra, the Dallas Civic Opera Chorus and the Dallas Civic Ballet will participate in the productions.

Prices are, lower floor, \$8.75, except Nov. 6 opening night, \$15 for the first 32 rows, and \$10; balcony at each performance, \$7.00, \$5.00, \$3.50 and \$2.00. Ticket orders should be addressed to the Dallas Civic Opera Co., 309 Browder Street.

THE WIDELY heralded Dallas staging of "Medea" was used this spring in London's Covent Garden, performance.



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# Membership Committee Stays Far Ahead of Goal

The 1959 Membership Committee continued ahead of its self-imposed quota of 1,959 memberships in 1959. Total sponsored by the committee for the first seven months of the year was 1,316, as compared to a quota of 1,141 for that period.

Congratulations go to the two top committeemen of the month, Jack Gidcumb, who was "Committeeman-of-the-Month" with sixteen memberships, and District Judge Joe B. Brown, who sponsored fourteen. These two individuals were presented a bushel basket of East Texas peaches by a past Vice-Chairman of the Membership Committee, Joe Golman of the Goodman Produce Company.

In a drawing held at an August luncheon, Associate Chairman John S. Smith was the winner of the weekend stay at the Bar-K Ranch at Marble Falls, Texas. The prize was given by Newt Johnson, owner of the ranch, and a new member of the Dallas Chamber. Associate Chairman Smith will be flown to and from the ranch compliments of Committeeman Leonard Hanna of D. A. Frank & Associates.

Team standings among the eight competitive sections of the committee remained the same as at the end of June in the race for the three "President Potter Trophies." First place, Section #2, VC Bill Shaw, 291 memberships; second place, Section #3, VC Oliver Erickson, 194 memberships; third place, Section #4, VC Cliff Bivens, 124 memberships.



BARNEY SHIELDS, 1953 Vice-Chairman of the Membership Committee, makes Top Hand Award presentations on his return visit to the committee at an August luncheon. (L to R): Special guest Walter Martin, Vice-President of Girard Life Insurance Company, present in honor of Jack Gidcumb (second from left) of the same company; Mr. Shields, Vice-President and Agency Director of Great National Life Insurance Company; awardee Bob Akins (Preston State Bank), who received his first Top Hand award, and his special guest, Weldon Howell, President of the Preston State Bank.

The committee-at-large has a total of 282 memberships for the year, but this group is not eligible to compete for the "President's Trophies." However, they have a self-imposed quota of 500 memberships for the year. The committee-at-large representative John J. Hospers says, "We firmly expect to make our quota of 25 memberships from each man serving on the committee-at-large before January 1, as we have done in the past."

In July the committee was reduced in size from approximately 142 to 110. The

reduction enforced was according to the bylaws of the committee which require that an individual sponsor a minimum of one membership per month during the first and last six months of the year in order to remain eligible for service on the committee.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who have this month increased their invest-



NEW MEMBERS of the Dallas Chamber of Commerce who were guests at a Membership Committee luncheon August 4, being received and presented their Chamber plaques by Associate Chairman James W. Layne are: (standing L to R in the two pictures above) Associate Chairman Layne; Leon Rubenstein, American Display Products; Jack Thomas and Fred Mullen, Texize Chemicals; Ernest Ornelas and Mort Bronstein, Tel-National Sales Enterprises; Joe Mitchell, Mitchell Realty; Tom Lewis, C. W. Winchell, and Jack Isom, Miniature

Products; Ray Kalani, Virginia Metal Products; Walter R. Brown, Stenotype Reporter; W. W. Flatt, Marinello Beauty College. Seated (L to R): W. D. Hill, Dallas Building Owners & Managers Association; P. L. Hunt, C.P.A.; E. A. Wood and Millicent Rhodes, Rho-Ren Drilling & Exploration Company; Pat Spillman, Architect; Doris Bond, Peakload Personnel; Joanne Melton, Walt Brownfield & Associates Advertising; J. Ann Ross, Market House, Incorporated; Mrs. James Brazier, Super Diet; and Lillian Johnson, Court Reporter.

# Goal



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ments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

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## Committeeman of-the-Month



JACK GIDCUMB

Jack D. Gidcumb, Insurance Representative for Girard Life Insurance Co., has been designated Committeeman of the Month of July, as well as receiving his sixth Top Hand Award for his work with the Membership Department.

Born in Dallas in 1917, Mr. Gidcumb is a lifetime resident of Dallas with the exception of his tour of duty in the U. S. Army from 1941 to 1946.

He majored in Business Administration in Geneva College at Beaver Falls, Pennsylvania, and later in Southern Methodist University. He is a graduate of the Insurance Marketing School of S.M.U. and is currently working on his C.L.U.

Jack, his wife Dorothy, his daughter Carol and his son John reside at 3406 Kings Road. He is active in the Stephen J. Hay P.T.A.; has just completed a term as Cub Master of Cub Scout Pack 21, and is entering Troop activity; is a member of the Navy League and the Better Business Bureau. He is also a vice-president in the Central Dallas Lions Club.

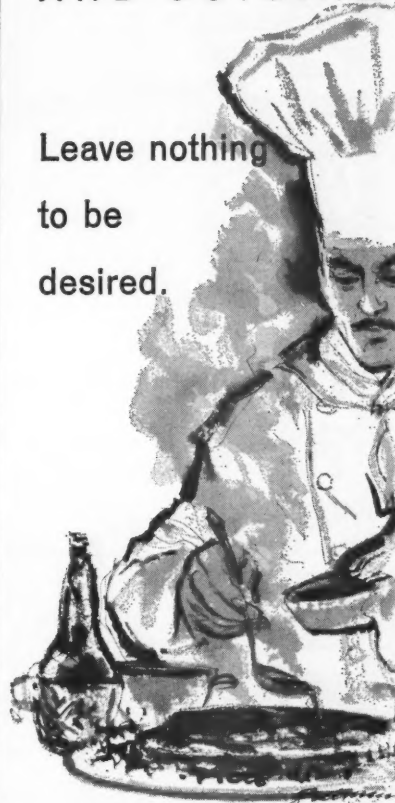
Since joining Girard Life Insurance Co. in March of 1957, Gidcumb has consistently been a top producer in his company and has received numerous awards for his business acumen.

HUNT MANUFACTURING COMPANY, 1616 North Beckley; Ed C. Hunt (Joe Brown)

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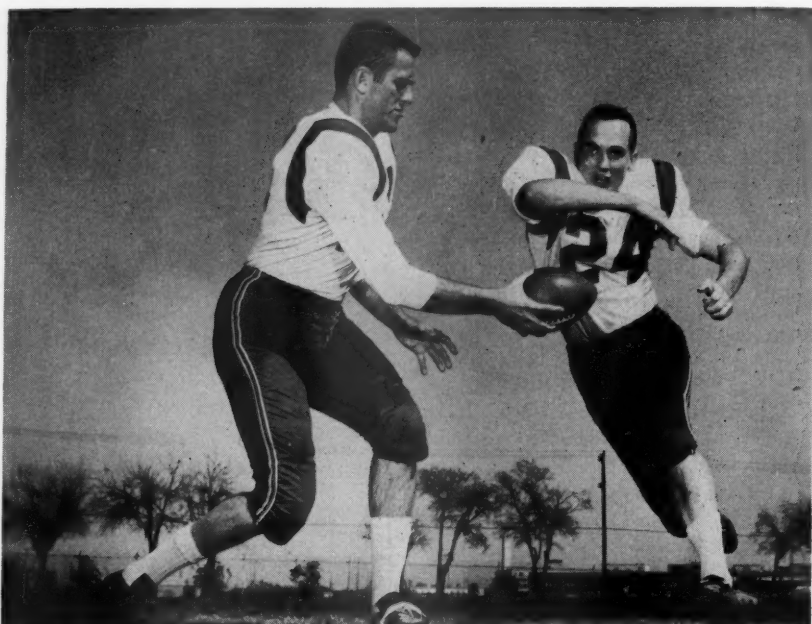
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DALLAS

## SPORTS



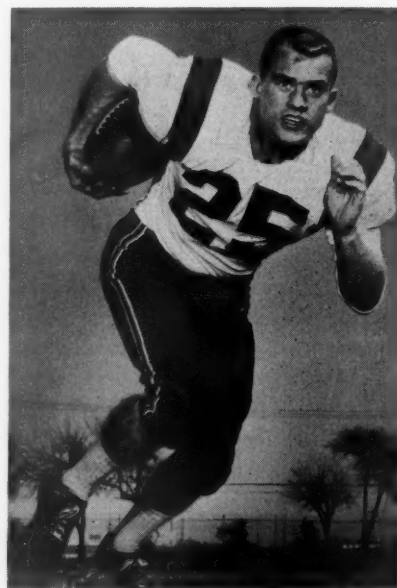
DON MEREDITH, SMU's All-American quarterback who led the Southwest Conference in scoring last season, hands the ball to Billy Polk, fleet halfback.

## Mustangs Promise Explosive Football Season

Exciting, explosive football is promised fans of the Southwest who attend the five home games of the SMU Mustangs in the Cotton Bowl this fall, for Coach Bill Meek and his all-star staff have a large squad of outstanding performers and Athletic Director Matty Bell has scheduled worthy opponents for the Ponies.

Opening the home season on Oct. 3 for SMU will be the United States Naval Academy Midshipmen, several of whom played stellar roles in their last appearance in Dallas when they defeated the Rice Institute Owls, 1957 champions of the Southwest Conference, in the annual Cotton Bowl Classic. Wayne Hardin, who succeeded Eddie Erdlatz as coach of the Middies, will bring to Dallas 22 of the top 33 players on the 1958 combination. The fact that he specializes in the Wing-T, flankers and spreads, indicates that Navy's offense will be just as colorful as that exhibited by the Ponies.

The only night game to be played in the Cotton Bowl by SMU this fall will be unreel Friday, Oct. 9, with the University of Missouri Tigers as the opposition. With Coach Dan Devine's multiple offense being displayed by 19 veterans, this contest should rival the 1958 battle as far as thrills are concerned. In that fray played in Columbia, SMU was forced



TIREY WILEMON, senior halfback of the SMU Mustangs, averaged 7.3 yards every time he carried the ball last year.

to overcome a 19-point halftime deficit to gain victory.

Texas Tech will be the visiting team in the Ponies' clash of Oct. 24 and a large delegation of West Texas fans already has made plans to be in Dallas for the



## Sports

contest. This game will give fans of this area an opportunity to check up on the strength of the Red Raiders who become eligible for the Southwest Conference championship in 1960.

Homecoming will be observed by SMU on Oct. 31 in the traditional game with the University of Texas Longhorns. Already, old-time fans are looking forward to this game with the same eagerness that they did to the 1947 contest that matched Doak Walker and Bobby Layne. They were not disappointed in the 1947 game as it was one of the most dramatic ever played in Dallas and it is not likely that they will be disappointed this fall. Coach Darrell Royal of Texas has nine returning lettermen backs, but such upcoming sophomore stars as Jack Collins, Mike Cotten, and Jim Saxton of the undefeated Freshman team of 1958 possess such speed that they may keep the veterans on the bench. Dallas fans can get an earlier look at the Longhorns on Oct. 10 when they meet the University of Oklahoma in their traditional clash in the Cotton Bowl.

Since Nov. 15, 1958, the Mustangs have been looking forward to Nov. 14, 1959. And the reason is that on this date they will oppose the University of Arkansas Razorbacks, the team that upset them in Fayetteville last fall. Two years ago these teams gave fans more than their money's worth in thrills as the score of 27 to 22 indicates.

Called upon to defend against the varied offenses of these topnotch teams will be veteran Mustangs, several of whom will be playing their third season under the tutelage of Coach Meek and his assistants. Two-lettermen in the line include Henry Christopher, end; Gary Ferguson and David Wilemon, tackles; Bobby Loveless and Charles Terrell, guards, and Major Rising, center. Backfield seniors with two awards to their credit include Don Meredith, Ken Lowe, Tirey Wilemon, and Jim Welch. Less experienced but equally capable are such men as Pat Neill, Bud Jones, Don Stewart and Brady Wyatt, ends; Jerry Mays, Alvin Dalton and Tom Gray, tackles; Karl Belz, guard; Max Christian, center; Glynn Gregory, Billy

(Continued on Page 36)

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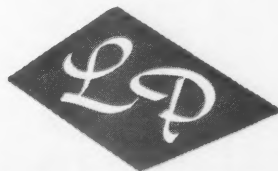
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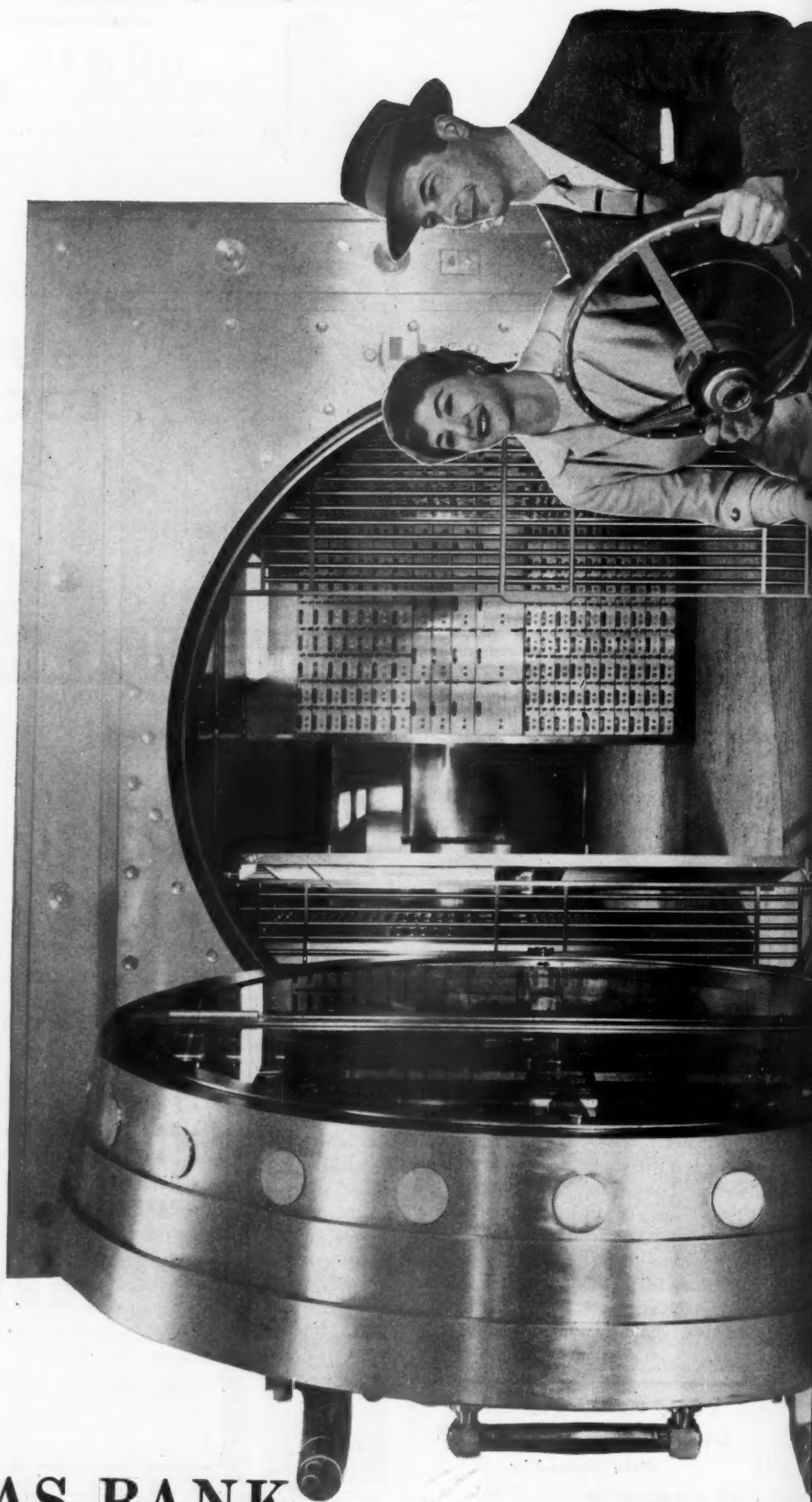
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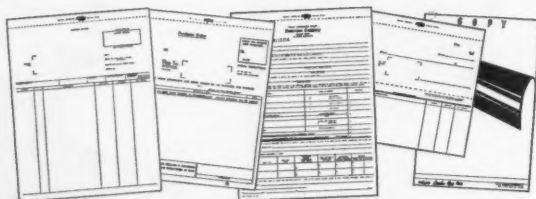
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## Sports

Polk, Frank Jackson, Norman Marshall, Mike Hackney and Newell McCallum, backs.

Getting their first experience at varsity competition this fall will be such stalwarts as Guy Reese and Jim Zimmerman, tackles; Mike Rice and Gene Sherman, guards; Joe Boudreaux, center, and Don Hill, John Ed Clarke, and Doyce Walker, backs. Several squadmen showed up well enough in the spring drills to indicate that they will be in action frequently during the season.

A well-balanced attack will attempt to take some of the pressure off the defense. All-American Don Meredith, voted one of the most exciting players in the history of the Southwest Conference, will do most of the passing for the Ponies but Ken Lowe and Glynn Gregory, each of whom had a higher completion average last year than did Meredith, will be available for action. The Mustang coaches also hope that Lowell Phillips, Harold Morgan, and Rene Medellin will develop their aerial wizardry to a point that they can be used on offense in important contests.

To go with their passing attack, the Mustangs have some veteran ballcarriers, as the top six rushers of 1958 return for the 1959 campaign. Meredith, Wilemon, Welch, Gregory, Hackney Polk and Jackson rate highly for their ability pick up yardage on the ground and the fact that all of the deep backs are better-than-average pass receivers, makes them doubly dangerous.

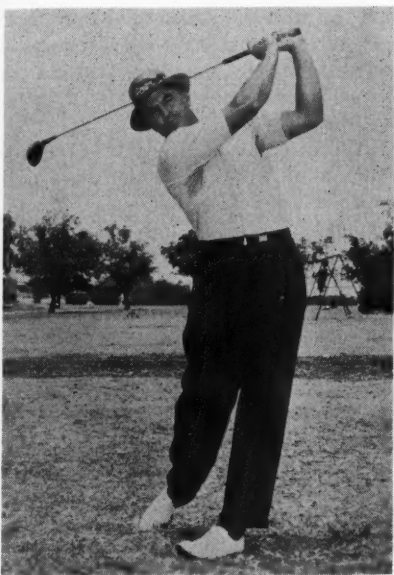
Several publications have put the Mustangs on the spot by giving them high rank both sectionally and nationally, and optimistic followers of the Ponies plan to be in the Cotton Bowl this fall to see if their favorites can live up to the praise they are receiving.

### The Schedule:

- Sept. 26—Georgia Tech at Atlanta
- Oct. 3—Navy at Cotton Bowl
- Oct. 9—(Night) Missouri at Cotton Bowl
- Oct. 17—(Night) Rice in Houston
- Oct. 24—Texas Tech at Cotton Bowl
- Oct. 31—(Homecoming) Texas at Cotton Bowl
- Nov. 7—Texas A&M at College Station
- Nov. 14—Arkansas at Cotton Bowl
- Nov. 21—Baylor at Waco
- Nov. 28—TCU at Fort Worth

DALLAS • AUGUST, 1959

## Sports



**SAM THE SLAMMER...** one of the world's greatest golfers, is expected to defend his Dallas Open title for the second straight time when a fast field tees off at Oak Cliff Country Club on September 10. Snead won with a birdie on the first extra hole last year after ending in a four-way deadlock with 272.

### Dallas Open Promises Tops In U. S. Golf September 10

Top touring pros will find a super-charged Oak Cliff Country Club course this year when they tee off for the fourth chapter of the Dallas Open in the pro-sponsor event on September 10.

The 72-hole, four-day grind for the \$25,000 jackpot begins the next day with defending Champion Sam Snead, the veteran stylist from the West Virginia hills, seeking the title for the third time running.

This year Oak Cliff club members themselves are sponsoring the event after taking over from Jim Ling, who conceived and promoted the tourney. If the event is successful — and everything points in that direction — the club will sign a three to five-year contract for a May meet hereafter.

Already 350 sponsorships have been sold at \$100 a pop, assuring the prize money and most of the nut for concessions, parking, planning and course preparation. Tickets will be hawked by members, other country clubs, a furious mail campaign, at the gate and a discount in Safeway Stores. And a turn-out which will top last year's 12,000 is earnestly solicited.

Ten new tees have increased the length of the course to 6,825 yards and should

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## Sports

end the drive-and-wedge routine on most par 4's. More than 70 live oak trees have been strategically planted to augment the virtual forest from which the OCCC layout was carved.

Also to be unveiled is a \$155,000 addition to the five-year-old clubhouse itself which is being pushed furiously to completion before open time. New locker rooms, bar, lounge, 19th hole and rumpus room will add to the comfort and convenience of the play-for-pay contingent and members, too.

The tourney has been ramrodded by a committee headed by H. N. (Hank) Peek Jr., twice club champion and a member of the club's board. Other key men on the steering committee include Ralph Powers, George Walker, Van Lamm, W. H. Pierce, Ted Holland, Sanders Campbell, Walter Gowdey, Jim Lawson, James Ling, Earl Stewart Jr., James C. Dycus, Dr. Edward L. Evans, Dr. John Chester and Dr. Jack Edwards, ex-officio.

The juicy July rains have revived the greens while both rough and fairways are thick and verdant. "A couple of timely rains in August should provide a layout which should rival any on the pro circuit this year... bar none," Peek claims.

The tournament history—if that is any criterion—points to action aplenty which should induce golf bugs to OCCC despite competition from school, fair, football and even weather.

Golf thrills of a sort not matched anywhere else in Texas links history have been achieved in the past three years when the touring professionals visited Dallas.

Take the Dallas Centennial in 1956, the \$30,000 lid-lifter of Ling's \$100,000 doubleheader at Preston Hollow Country Club. It was there that young Don January, a Sunset High School boy, then a novice on the pro circuit, blasted from a sand trap on the 72nd hole for an eagle two and first money of \$6,000. The lean

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## Sports

young Dallas golfer posted a remarkable, pressure-packed 264 for the 72 holes to win by a stroke over veteran Doug Ford.

Then, before the ink had dried on the checks issued as payoff for the Centennial, the \$70,000 Texas International wound up in a three-way tie between Gene Littler, Dr. Cary Middlecoff and Peter Thomson.

Aussie Thomson birdied the second hole to win first money of \$13,478, while Middlecoff and Littler each earned \$5,778 for their efforts. All three had finished the 72 holes with 267.

Snead captured the headlines with a spectacular second round 60 in scoring 264 to win the \$40,000 Dallas Open in 1957 at Glen Lakes Country Club.

Then last year, in the Open's first visit to the lush Oak Cliff Country Club links, it was Snead again in all his captivating style, copping a four-way playoff with Julius Boros, Gary Player and the brash, unknown Californian, John McMullin.

Snead put on a bristling finish to tie for the 72 holes with 272, then rammed in a birdie on the first hole of a sudden-death playoff to take down first money and successfully defend his Dallas title.

This is another year and the setting is unchanged except for the improvements to the Oak Cliff course that should toughen up its par 70. Again the veteran Snead should be the player drawing the largest galleries and providing the writers with the best copy.

However, Bantam Ben Hogan, one of the greatest of them all, will bring many of his own rooters from Fort Worth in his first assault at the OCCC links.

Host Pro Stewart has applications from such stars as Dow Finsterwald, Doug Ford, new PGA Champ Bob Rosburg, Arnold Palmer, Doug Sanders, Ken Venturi, Gene Littler, Cary Middlecoff, Fred Hawkins, Bo Wininger, Mike Souchak, George Bayer, Thunderous Tommy Bolt, Ernie Vossler and many others.

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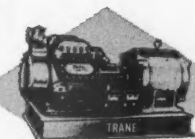
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Born from a TI-sponsored research and development program, the new construction technique makes it possible to compact over 30 million components in a cubic foot! New Semiconductor Solid Circuits require up to 75% fewer leads and connections than conventional electronic circuits, greatly increasing systems reliability. In the manufacture of the circuits, TI uses such semiconductor manufacturing techniques as controlled masking, etching and diffusion. This newest TI development contains diode and transistor elements, as well as elements of resistance and capacitance, to provide a complete circuit function normally requiring up to 12 components, *all in one integral piece of semiconductor material!*



TI Semiconductor Solid Circuits perform such basic electronic functions as amplification, oscillation, counting, and switching. The many possible fields of application include communications, missiles, satellites, radar, sonar, business machines, computers, and industrial automation where electronic systems are contained within the machines. Hardly the size of a paper match head, the TI solid circuit can also be used in medical research, with medical instruments placed within the human body as an aid in diagnosis.



It's understandable that such revolutionary technological advances come from a leader in the research, development and manufacture of semiconductor products. The new Semiconductor Solid Circuit can be added to a long list of TI major "firsts"... in semiconductor products and transistorized equipment and systems; in geophysical data gathering and processing; in military electronics, and in precision instrumentation. Technical innovation is typical of Texas Instruments, where such significant developments result from TI's emphasis on creative ability and freedom of professional expression.

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## AVIATION



THIS ARTIST'S conception of the Corvus air-to-surface missile is the first information on the configuration of the weapon being developed for the Navy by Temco Aircraft Corporation. Recently a test version of the Corvus was successfully air-launched at the Pacific Missile Range.

### Successful Corvus Wins Industry Plaudits

The recent successful flight of the test version of the new Navy liquid propellant rocket powered missile, the air-to-surface Corvus, while making missile history also underscores the ability of Dallas companies to match research and development skills with the best in the nation.

Developed by Temco Aircraft Corporation, the Corvus is described as an air-to-surface missile of a size to be used by carrier-based aircraft. It is designed to attack heavily-defended areas, including surface ships.

For the Corvus, the Navy and Temco used the weapons system management concept, with Temco responsible for procuring all components, support equipment and services.

Important in the Corvus program were comprehensive Pre-Flight and Serviceability tests conducted through equipment available at the Temco plant. Ground tests simulated all actual conditions the missile was expected to encounter in flight, including high and low temperature variations, vibration, shock and other environmental problems.

Texas Instruments of Dallas was a major subcontractor to Temco on the Corvus program.

✱

**Commander Soule Named to Dallas Area Post.** Commander Robert M. Soule, USN, has been named assistant Bureau of Aeronautics representative for the Dallas area.

The Dallas office of the Bureau of Aero-

navics has cognizance over Navy facilities and administration of military contract matters at Chance Vought Aircraft, Inc., Temco Aircraft Corporation and other area firms.



Henry Stuart

#### Aviation Association Elects Stuart.

Henry Stuart, vice-president and general manager of Addison Airport, has been named president of the newly-formed Dallas Aviation Trades Association.

Vice-president of the Association is Bert Corry of the Airport Flying School. M. T. Goble of Goble Aviation is the secretary-treasurer.

The Association consists of firms engaged in private, business and executive aircraft and includes fixed base operators, flying schools, airplane sales agencies, parts firms, and all those others directly engaged in this field.



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## ARTS AND MUSIC

### Alton Wilkes To Manage Margo Jones Theater

Alton Wilkes, ranked as one of the foremost summer theater producers in the East will come to Dallas this fall as general manager of Margo Jones Theater '59.

Mr. Wilkes, as producer, director and owner of the Noted Lakes Region Playhouse in New Hampshire, has launched a number of New York successes on their pre-Broadway openings, including the world premiere of "The Country Girl," by Clifford Odets, and "Dear Charles" with Tallulah Bankhead.

Next winter on Broadway he will be co-producer of a new drama, "The Deadly Game," by Fredrich Durrenmatt, author of the Lunts' recent dramatic hit, "The Visit." The premiere of the much sought-after new script, "The Deadly Game," will be presented in Dallas in November before it opens on Broadway. Mr. Wilkes will be granted a leave from the Dallas theater to stage the play in New York.

Negotiations for Mr. Wilkes' engagement for Dallas were concluded in New York with Edmund G. Peterson executive administrator of The Theater, in the offices of Jonas Silverstone, noted theatrical counselor who was a close personal friend and adviser to the late Margo Jones in her theatrical career. Mr. Silverstone is now giving the same voluntary assistance to the Dallas board of trustees and administrator in launching the theater on its proscenium stage season.

Mr. Wilkes accepted the Dallas engagement because of the Margo Jones Theater's renown and future as a creative center, he said. He is now at work scheduling the coming season for Dallas, negotiating options for new scripts and selecting actors for the repertory company in conjunction with the season's guest directors. Announcement of the full schedule will be forthcoming shortly. Mr. Wilkes will arrive in Dallas Sept. 15 to institute actual production.

"We are immensely fortunate to obtain a man of Mr. Wilkes' talents and background for our season," Mr. Peterson stated in New York. "It signifies the highest quality of excellence for an exciting theatrical season ahead."

Mr. Wilkes, a native of Eastline, Conn., is a graduate of the drama department of New York University and began his



WILKES

career as a member of the Washington Square Players. He was an actor, director and producer in New York radio and acted on Broadway before entering the Air Force. He completed 56 missions in the South Pacific, received several decorations and was discharged as captain.

After the war he toured as stage manager, collaborated in writing a farce comedy, and taught speech and drama at the University of Connecticut. Ten years ago he opened his New Hampshire playhouse, which is regarded as one of the foremost regional theaters in the nation. On his stage he has presented Beatrice Lillie, Groucho Marx, Vincent Price, Constance and Joan Bennett and many other major stars as guest actors.

Mr. Wilkes, a six footer, is 44 years old, is married to a former actress, now retired, and the father of an 11-months old daughter, Maxine.

The Dallas theater season will open Oct. 6 with Bill Butler, as the first guest director. The first production will be the Ford Foundation grant play, "The Physician For Fools," by Kenneth Cameron.

\*

**Sidewalk Art Show Planned.** The 1959 Fiesta of Art, sponsored by Artists and Craftsmen Associated, will open Wednesday, September 30, at Highland Park Shopping Village.

Primarily a sidewalk art show, the Fiesta will run for three consecutive nights, beginning at 7 p.m. and closing at 10:30 p.m. Free of admission charge, the Fiesta, now in its fifth year, features art works in all media by prominent Dallas artists.

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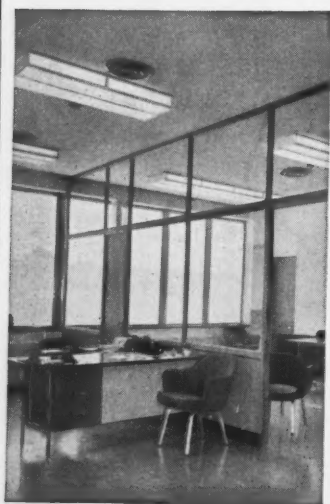


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## world trade NEWS

### World-Wide Direct Mail Program Announced by Trade Committee to Uncover Windfall Orders

A unique, low-cost direct mail promotion aimed at foreign marketing centers throughout the world to uncover "windfall" orders for Dallas business firms is being sponsored by the World Trade Committee and carries the endorsement of the Chamber's Board of Directors.

Entitled "You'll Find It in Dallas-USA," this promotion is a series of 4 mailings of colorful, 5-page brochures to a selective list of 7,500 names in key markets outside of the USA.

Each brochure (and there will be 30,000 of them) describes the advantages of Dallas-USA, and each brochure includes a separate insert which lists the firm name, address, product identification and executive of all subscribers for inquiries.

Great Britain, Europe, Australia, Africa, South America and the Far East are key areas where this promotion will reach development organizations, private business managements, U.S. consuls, importers and chambers of commerce.

In full-color, "You'll Find It in Dallas-USA" is a 5-page, accordion-fold brochure designed to: (1) sell Dallas as a place to do business and (2) to ask for inquiries for subscribers listed.

The low cost of this direct mail promotion is possible because of the special pre-printed listing insert which will carry the listings of the first 100 firms who subscribe.

In total, there will be 30,000 brochures mailed world-wide and the only cost to each subscriber for his listing in these 30,000 brochures is \$85, for the 4 mailings. All work will be done professionally and subscribers only have to sign the application and supply the listing information.

Additional brochures will be made available for prestige-building private mailings by subscribers.

★

### Good Neighbor Fiesta Joins Dallas, Mexico

Our neighbor to the south has just given Dallas a lesson in hospitality. For the first time in history, visitors from abroad were hosts in Dallas to a list of notables from the major cities of Texas, and the Mexi-

cans pulled out every stop for this "get-acquainted meeting."

The gathering at the Statler Hilton Hotel was planned by a blue ribbon group of Mexican business, professional and civic leaders. Chief of the delegation was Alfonso Garcia Gonzalez, head of Mexico's official tourist department. And at his bidding, internationally famous stage and screen star Cantinflas (Mario Moreno) added his presence to what was already a star-studded cast.

Purpose of the Good Neighbor Fiesta was to re-emphasize the invitation to Texans to visit Mexico, and the 400 guests all became salesmen to just that end. Dallas already counts more than 700 tourists a month headed for Mexico. The July total exceeded 1,100.

The formal invitation was extended by Miguel Guarjardo, president of the traveling committee of the National Council of Tourism which sponsored the party.

More informal invitations came from all 58 of the Mexican business leaders, including Enrique Tripp, Federico San-



"GOOD NEIGHBORS" meeting at Love Field are, L to R, Alfonso Garcia Gonzalez, director of Mexico's tourist department, Rex Brack, vice president, traffic and sales, Braniff Airways, and the Hon. Robert C. Hill, U. S. Ambassador to Mexico.



## World Trade News

chez Fogarty, Mario Garza Castillon and others.

They talked candidly with radio, television and newspaper reporters during the July 25 visit. Businessmen conceded that American capital was needed in Mexico, but they would like to have it mixed with Mexican pesos.

Robert G. Hill, United States Ambassador to Mexico, said he and his family have had two years to witness the sincerity and friendship of the republic south of the Rio Bravo, and he added that Mexico's doors are wide open to Texas. This young and able diplomat is known for his enthusiastic appreciation of Mexico and its people.

There were silver platters from the Mayor of Acapulco and the Governor of the state of Guerrero presented to their opposite numbers in Dallas and Texas.

The delegation also brought with them the famed musicians of the Villa Fontana and singers Rosa de Castillo and Louis Caballero. There was no misunderstanding the international language of fine musical entertainment.

In charge of the dinner were Wilbur Roberts, chairman of the World Trade Committee of the Dallas Chamber of Commerce, Rex Brack, president of the Export-Import Club and Eugene McElvane, First National Bank vice president and Mayor R. L. Thornton's representative at the dinner.

But the big bow went to the Mexican hosts for the sparkling affair and to Cantinflas.

"You come to Mexico," he said simply. "We try to make happy to you."


### WORLD TRADE OPPORTUNITIES

*Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.*

### EXPORT OPPORTUNITIES

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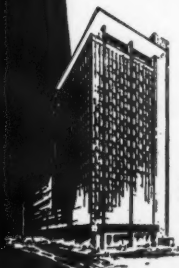


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James Ralph Wood, President Home Office, Dallas

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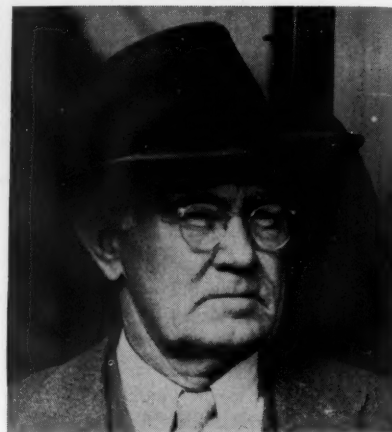
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## CLUBS and ASSOCIATIONS



McCLURE

**McClure Named Head of Electrical Group.** Jim L. McClure, president of McClure Electric Company, has been elected president of the Northeast Texas Chapter of the National Electrical Contractors Association.

Other officers are: Herbert A. Gold of Gotham Electric Company, vice-president; Jettie Kirk, Kirk Electric Service, treasurer; and John D. Keys, Ray G. Smith, E. J. Telkamp, and Rob Roy, directors.

William F. Abright is the chapter's member serving on the board of governors of the National Association.



FREEMAN

**Freeman Named Officer of Accountants Group.** J. Curran Freeman, controller, Dresser Industries, Inc., has been elected a vice-president of the National Association of Accountants for the year 1959-60.

The election was held in conjunction with NAA's fortieth international accounting conference held at the Waldorf-Astoria Hotel in New York City.

## Clubs and Associations



SOLENDER

**Solender Heads Mental Health Association.** Robert L. Solender, advertising executive at the Dallas Times Herald, has been named president of the Dallas Association for Mental Health.

Other new officers are Manning Grinnan, C. J. Paine and James R. Wendover, vice-presidents; Mrs. Fred E. Link, secretary, and Hammond Hopkins, treasurer.

★

**Retail Merchants Name Two Directors.** Joe M. Dealey, Secretary of the Dallas Morning News, and James F. Chambers Jr., Executive Vice President and General Manager of The Dallas Times Herald, have been named directors of the Dallas Retail Merchants Association. The board of the 37 year-old organization consists of 23 directors from leading Dallas retail and business firms.

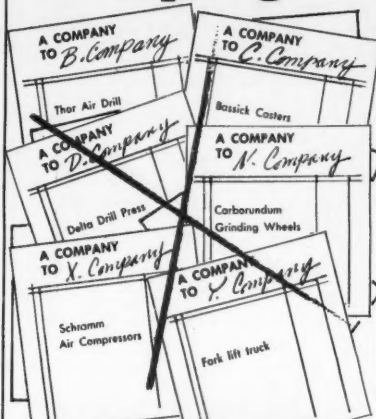


ROSENFELD

**Press Club Elects Rosenfield.** Paul Rosenfield has been named new president of the Press Club of Dallas. Other new officers are: Clardy McCullar, vice president; Mrs. Sarah Tyler, secretary, and William P. Davis, treasurer.

DALLAS • AUGUST, 1959

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Beaumont — 1005 S. 4th Street — TE 8-5261

## Clubs and Associations



WILLMON

**Willmon Elected Life Companies President.** At their annual convention in Chattanooga, Tennessee, the National Association of Life Companies named Don J. Willmon of Dallas president for the coming year. Mr. Willmon is president of the United Bankers Life Insurance Company, Dallas.



KELLY

**Appraisers Install Kelly.** Francis J. Kelly, southwestern division manager for Marshall and Stevens, valuation engineers, has been installed as the 1959-1961 governor of Region VI of the American Society of Appraisers.

This region includes the states of Arkansas, Louisiana, Oklahoma and Texas.

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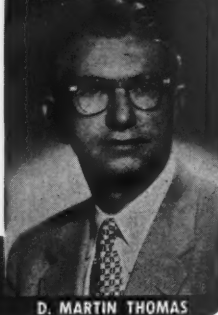
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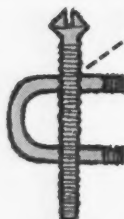
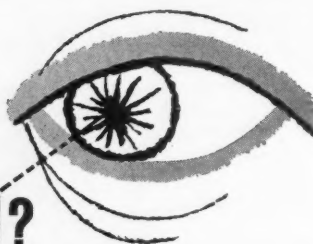
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## Dallas Area Colleges

(Continued from page 14)

research by a university geologist in conjunction with the International Geophysical Year testing temperatures and water depth underneath North Pole ice, penetrating vital problems of human hearing, and studies in low temperature physical chemistry and nuclear physics.

With a \$4.1 million construction program underway, SMU is moving ahead with expansion of facilities and programs of the university. Three new dormitories will be opened in September, and a new \$500,000 40-bed health center will also be ready. The Graduate Center science library is scheduled for construction during the year.

Downtown, at Akard and Patterson, on the site of the former Dallas College structure, a modern \$800,000 adult education center is being built for the 3,500 Dallas men and women who yearly enroll in the SMU program of adult education.

The success of Dallas College in recent years in meeting these adult education needs of Dallas has been significant. Dallas College curriculum has been expanded so that in several areas it is now possible for students to complete degree requirements through Dallas College. The teaching of "telecourses" reaches some 30,000 television viewers, and the inauguration of "retirement scholarships" to persons over 65 has benefited older Dallasites.

Many special courses and programs have been conducted in cooperation with local civic groups. The Dallas College program of short courses and institutes has been greatly expanded so that enrollment in these short courses now exceeds 1,000 each semester. The most recent innovation is the development of a short course for export to other cities, thus extending the actual campus of Dallas College and widening the influence of the university.

In the past several years brief, intensive training courses at SMU have played an important part in continuing education of local business, professional and industrial personnel. The Institute of Management, the Institute of Insurance Marketing, the Institute of Law Enforcement and other services of the Legal Center such as the Legal Aid Clinic, and many other public service educational ventures have been beneficial to the community and to the university.

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The Southwestern Graduate School of Banking, one of five such advanced schools for bank officers in the nation — co-sponsored by SMU and the Dallas Clearing House Association — has just completed a successful second summer session with 300 students from over the Southwest and the nation. Seminars and lecture series have continued to be a vital part of the SMU adult education and community service program and include the annual programs for economics, engineering, law, journalism and the ministry.

For a yearly average enrollment of 6,000 men and women, SMU is giving emphasis to quality and breadth of education in all its schools. Following a strict self-study in 1954, the SMU College of Arts and Sciences has revised its curriculum to provide the basis for all further specialized and professional study at SMU.

Students in the SMU School of Business Administration increased in 1959 to 520, with master of business education degrees now offered in accounting, management, personnel administration, statistics, finance, marketing and real estate.

In five years enrollment in the SMU School of Engineering has more than doubled, with the school now having 845 undergraduate and 930 graduate students in civil, electrical, industrial, and mechanical engineering. An option in aeronautical engineering also has been successfully introduced. Last year more than half of the graduate engineers studying in Texas were in SMU courses.

Perkins School of Theology at SMU has come to rank among the top seminaries in the country in recent years, and continues the official seminary of the South Central Jurisdiction of the Methodist Church.

The SMU School of Law and the Southwestern Legal Foundation are known for excellence not only in Dallas and the Southwest but over the nation and throughout the free world. They offer courses and seminars in many special areas, from oil and gas law to international comparative law. Students and lawyers and jurists come from the United States, Europe, Latin America and the Near and Far East to the SMU Legal Center.

The SMU Press, one of two university presses in Texas, remains one of the most valuable assets of SMU and of Dallas. Recently the Press released its 75th published book (since 1937); selections of scholarly and creative works from year to year have been impressive. SMU is proud also of its quarterly of contemporary literature, discussion and criticism, the *Southwest Review*.

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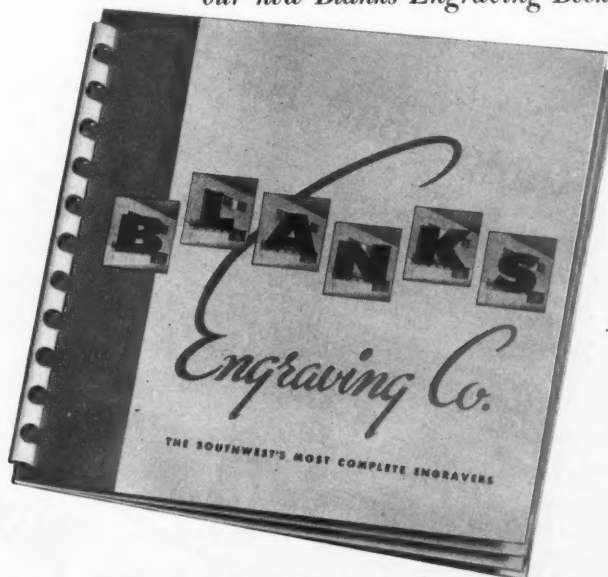
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### THINKING OUT LOUD

### Spokesman for Dallas

**W** E ARE FORTUNATE in having a great Dallas Chamber of Commerce. And the chamber is fortunate in having the most attractive monthly publication produced in the entire United States by any chamber of commerce anywhere. The column did not award that ranking. But the American Association of Commerce Publications did award it. And it gave the award to Dallas Magazine, Dallas Chamber of Commerce.



Have a look at the June number of the magazine. It takes no second look for even the untrained eye to recognize striking use of color, attractive typography, workmanlike editorial judgment and genuine reader interest in the story of Dallas. And that is the secret of the success of the magazine—it doesn't tell the story of the Dallas Chamber of Commerce—it tells the story of Dallas. The chamber is so good that it doesn't have to toot its own horn. It is too busy tootling for Dallas.

*The Dallas Morning News*

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KATHLEEN Varner's "business" is a challenging one, and she considers it a privilege to be a part of it.

Her job: Consultant in special education for Dallas schools.

Special education, she explains, attempts to meet the needs of children with physical and mental handicaps.

"From our point of view," she says, "there is nothing more devastating to parents, than to have a handicapped child born to them, or to see their healthy youngsters become handicapped by accident or disease.

"Resourcefulness of parents under such circumstances is amazing, believe me. It's a pretty tremendous thing to see the strength, ingenuity and courage with which humankind faces adversity."

Last year, the schools' special education program helped 41 deaf children, 391 mentally retarded, 127 orthopedically handicapped, and 69 visually handicapped. In addition, speech and hearing therapy was provided for 2,732.

There will be 45 classes in special education this year, plus a program for hospital-bound children.

"And — something new — a program for home-bound children," Kathleen said.

The special education teachers are trained, especially in their particular areas of work, Miss Varner explained. There are 74 this year, plus an occupational therapist and a functional therapist. She is available for consultation with all the teachers, and her office keeps a careful case history of each child helped.

A thorough study is made in each case, to arrive at placement in appropriate educational settings. This study includes psychological tests, physical examinations and a co-ordination of records from all local agencies and medical services involved.

Miss Varner works with Dr. George A. Gray, school health director; Dr. Frank L. Williams, assistant superintendent in charge of instruction, and William B. Helton, director of research for the schools, to arrive at a recommendation to parents.

Kathleen, whose late father was president of the First National Bank at Milford, holds a BS from Texas Woman's University, an MA from Northwestern, and graduate work certificates from

Columbia, Colorado U., SMU, and the University of Alabama.

"A schoolteacher never quits going to school," she smiled.

She taught in Texas schools for a time, was in charge of student teachers in speech therapy at Northwestern, and came to Dallas in '36. During World War II, she was a hospital recreation worker with the Red Cross at Brooke General Hospital.

She came to her present post in 1956 after four years as an associate professor and director of a speech and hearing clinic at TWU.

She is a director of the Children's Development Center and the Dallas Hearing Society, and is on the United Cerebral Palsy Association's advisory board. She belongs to three professional fraternities; is an Altrusan, and a member of the American Speech and Hearing Association, the Council for Exceptional Children and the American Association for Mental Deficiency.

Most recent honor: A listing — as Julia K. Varner — in *Who's Who in American Women*."



## Women in BUSINESS

by Jim Stephenson

Kathleen Varner

## Top Flight Schools

(Continued from page 17)

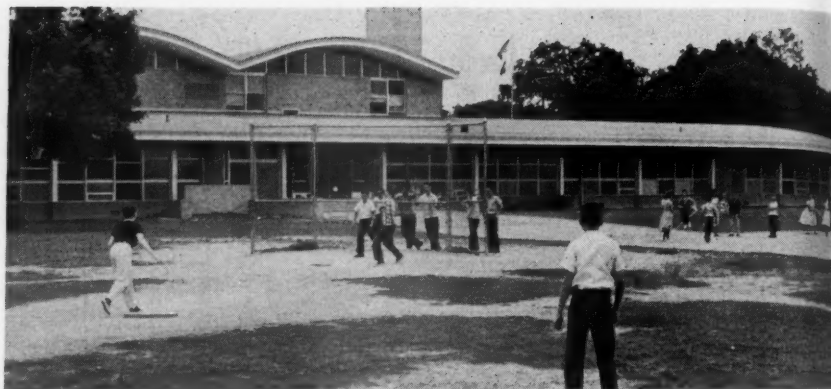
who insist that American schools are not keeping pace with today's world. Principal of the school, which is private and run by Ursuline nuns, Mother Dolores Marie, reviews the school's honors program for advanced students — chosen as freshmen on the basis of mental ability and achievement.

"When they have finished the four years of high school they will have had four years of Latin, three of French, the equivalent of five years of mathematics, four years of science, four of English and three of social studies."

Expanding on the construction area of concern, Dallas has led the nation. Indeed school officials attending meetings in other parts of the country have experienced acute cases of frustration in answering questions about Dallas building. "A lot of them wouldn't believe us. They say 'oh, you Texans'."

In the peak year of 1956, 14 new schools were opened... a record that no one anywhere could match. Seven new schools, including the biggest in Dallas — the immense Justin F. Kimball High School situated on a 52-acre plot — were dedicated last year. The records of a 10-year period (from 1946 to 1956) reflect the growth of the Dallas system. In 1946 the district, which covered 157 square miles, had 72 schools, 1,392 teachers and an enrollment of 56,470. By 1956 the district contained 256 square miles, and had 136 buildings (an 88% increase), 3,618 teachers (a 160% increase) and an enrollment of 106,034.

When Dallas opens its 1959-60 school



MODERN ELEMENTARY SCHOOLS cover Dallas' entire public system.

year this September there will be 149 school plants in operation for the estimated enrollment of 131,000 students. The district will have also expanded from the 256 square miles, although the exact figure has not yet been made official. Earlier this year the district annexed the Rylie school district and parts of the Lancaster and Grand Prairie districts. One of the largest hikes in school population has occurred in Richardson where enrollment this fall is expected to hit 6,600 — a jump of 1,146 more than started the year last September.

Other schools have also been busy. Ursuline, which moved from the original site at Bryan and St. Joseph Streets about 1947, has added its main building, a gymnasium and an elementary school since 1950. The school is now located at 4838 Walnut Hill Lane.

To be added at St. Mark's will be an \$85,000 fine arts building and a com-

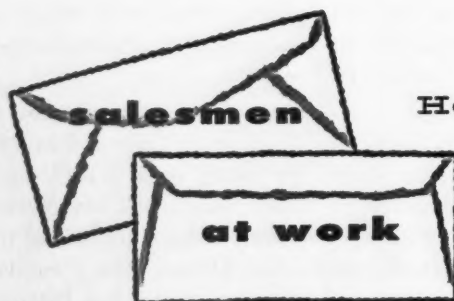
pletely renovated library. St. Mark's is located at 10600 Preston Road.

Highland Park voters in 1955 approved a \$750,000 bond issue which provided for modernization and additions to the district's six schools.

Hockaday's new plant, estimated to cost some \$3,000,000, will be erected at Welsh Road and Forest Lane. It will include a main school building, two dormitories, dining and administrative facilities, gymnasium, primary school building and an auditorium with connected drama and music facilities. The school, founded in 1913 by Miss Ela Hockaday at a building on Haskell Avenue, is presently situated at 2407 Greenville Avenue.

Greenhill's new location, at Dooley Road and Spring Valley Road, will have five classroom buildings as well as field houses and administrative facilities. The school's present location is at 7007 Walnut Hill Lane.

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ties for Jesuit High School is expected later this year. The new Jesuit, which will be located on a 15-acre site at the corner of Walnut Hill Lane and Inwood Road, is scheduled for completion around Christmas, 1960.

Two other large Catholic high schools, to be completed in the early 1960's, are also on the drawing boards; one in the Casa Linda area, and the other in Oak Cliff.

In the academic area the following outline covering an 8-year period of the Dallas school system will serve to show the curriculum expansion that has been made: in 1951 science was placed in all grades; in 1953 a re-emphasis was placed on school libraries as a learning center in all grades; in 1954 a re-emphasis on mathematics throughout the entire learning span of youngsters was placed; in 1956, there was a stepped up stress on reading and the fast reader and the slow reader in all grades was taken into consideration; in 1957 the system grouped its "high academic aptitude" students in separate groups; in 1958 honors courses for such students in mathematics, science and languages were introduced, and in 1959, foreign language courses were placed in elementary schools.

Latest figures on the June, 1959, graduating class showed that of the 3,741 graduates 1,957 completed three or more units of math; 1,394 completed two or more units of foreign language; 2,358 had had four units of English; 457 had had both chemistry and physics; 319 completed biology, chemistry and physics; 873 completed two units in any other science, and 1,383 completed three units of English.

Included among the special programs is the respected Massachusetts Institute of Technology course in physics, which was introduced into the Dallas system last year.

The present-day St. Mark's, which sprang from the 1950 consolidation of the Texas Country Day School and the Cathedral School, will have a new program beginning this fall. This will include advanced classes in English, history, science, mathematics and French for boys selected on the basis of ability and achievement.

At Greenhill, which offers nothing but college preparatory work, algebra and Latin are now being offered to eighth graders rather than in first year high school. During the spring and summer months the principles of mathematics have been taught to pre-school children and officials there, who plan to keep the program, say that the system has "worked out very well."

Hockaday, which places emphasis on the humanities, offers, however, four years of science with an added course in physics. For the first time this year all girls will be required to take advanced placement tests of the College Entrance Examinations Board of New York City.

Highland Park, which has integrated its intense high school work into the regular curriculum, has no special grouping plans nor honors courses, except a math course "which amounts to an honors course," said Supt. Frank Monroe. This course has been in the high school curriculum "in excess of 25 years," he added, noting that their system has had foreign language in their elementary schools for 10 years.

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## NEWS SPOTLIGHT



ERNSTROM

### Ernstrom's Record Shop To Mark Anniversary

Ernstrom's Record Shop at 4356 Lovers Lane will celebrate its twentieth anniversary September 2.

Founded in 1939 by Harry Ernstrom, the first Record Shop was at 109 N. Field Street. In 1947, the company moved to larger quarters at 1302 Main Street; and in 1950 moved to its present location on Lovers Lane.

Ernstrom's Record Shop now occupies three times its original space and has the largest selection of records, Magnavox and Ampex stereophonic radio-phonographs in the Southwest.

\*

### Retail Merchants Plan Management Workshop

The Dallas Retail Merchants Association has announced it will sponsor a Retail Management Workshop, Sept. 21 - Nov. 23, 1959.

The 16-hour series of management development sessions will be conducted by Communications Institute of America, Inc., a national sales and management organization.

Registration will be limited to top retail executives, department managers, supervisors and assistants. The cost is \$35 per person, and enrollments may be made through the offices of the Dallas Retail Merchants Association at 1101 Commerce or by telephoning RI 7-8451.

## UNITED FIDELITY

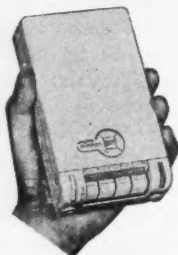
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## BOOKS FOR BUSINESSMEN



Administrative problems are most often people problems. Frederick C. Dyer's new book, **Executive's Guide to Handling People**, offers intelligent and practical counsel on the human equation as it operates within the business framework. Dyer recognizes three classes of people in an organization — those below you, those on the same level with you, and those above you — and suggests approaches likely to be successful with each class. The author, experienced as a management advisor and writer, presents his advice in a simple style and summarizes important points at the end of each chapter. Whether your difficulty is how to handle tempers or women, this book will have something solid for you. Recommended by several of the nation's top execs.

\*

**Answers to 317 Advertising Agency Problems**, by Kenneth Groesbeck, is a compilation of questions and answers from the "Agencies Ask Us" Department of Advertising Agency Magazine. Groesbeck, who is widely respected as an advertising consultant and who, in 1957, received the industry's highest award, selects his material on the basis of recurrent questions posed by ad agencies of all sizes. The problems range from establishment and merging through management, billing and finance to marketing and research. This work has a fullness and organization that most question-and-answer books lack, and is likely to be around as a reference item for several years.

\*

The right and wrong approaches to public relations are the crux of the matter for John W. Hill in **Corporate Public**

**Books for Business Men**

**Relations.** The corporation, because of its size and structure, has peculiar problems in public relations. Hill defines them and suggests remedial policies, citing case situations. The book suffers for lack of detail and in places presents theory where technique might be more vital, but is still good background reading.

\*

On the 27th of August, the petroleum industry will be 100 years old. J. Stanley Clark recounts the industry's progress in **The Oil Century, From the Drake Well to the Conservation Era.** Clark does an excellent job in detailing social, industrial and technical changes without academic plodding. Interesting pictures of early rigs and equipment included.

\*

**Rental Housing**, written by Louis Winnick, is a must for those interested in rental properties. Measures investment risks against the present situation and the prospects for the future.

**by Wyman Jones**

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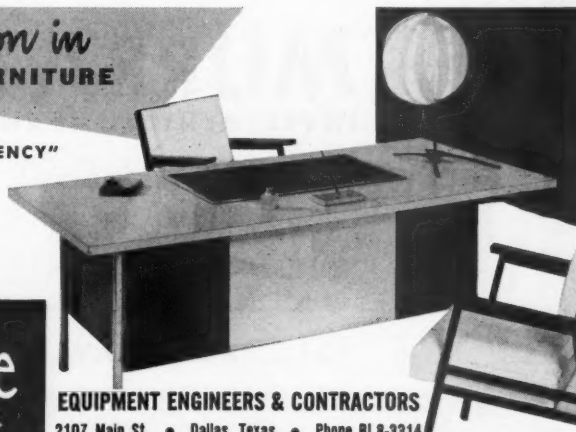
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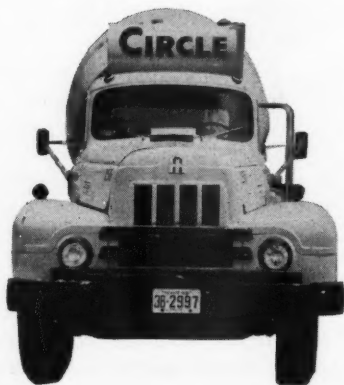
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## Medical Education

(Continued from page 21)

for students preparing to enter allied medical professions, such as X-ray technology or medical technology. Many of the 125 interns and residents at Baylor, St. Paul and Methodist are foreign students who will return to their homelands after completing their training.

Children's Medical Center, a Community Chest agency, is the main pediatric teaching center for students at Southwestern Medical School. Baylor, St. Paul, Methodist and Parkland each have nursing schools affiliated with a major university—Baylor with Baylor University, Methodist with Southern Methodist University, St. Paul with the University of Dallas and Parkland with Texas Woman's University. A total of 505 nursing students are enrolled today.

Baylor recently changed its name to Baylor University Medical Center, a title more in keeping with its role as a large teaching institution. Baylor now offers 27 different teaching programs. Also located on the center campus are Baylor University College of Dentistry with its Caruth School of Dental Hygiene, and Wadley Research Institute and Blood Center, which gives postgraduate training through the main university at Waco.

Both Baylor and St. Paul have fulltime directors of medical education, and Methodist plans to appoint one this fall as soon as its building program is completed. These men head up all forms of medical education in the hospital and also supervise research.

For doctors, medical education begins rather than ends when they earn their coveted M.D. degrees and complete their hospital training. Every doctor must keep pace with medicine's tremendous strides if he is to bring good care to his patients, and practicing in a medical center like Dallas enables him to do that.

Southwestern Medical School leads in this postgraduate teaching program with its regular seminars on specialized medical subjects, given in cooperation with the postgraduate medical school of the University of Texas. Hundreds of doctors from Dallas and throughout North Texas go back to school to attend these seminars every year. Southwestern offers similar postgraduate courses for medical technologists, social workers, dieticians and nurses.

Medical meetings may look like fun, but they're really school for doctors, too—a chance to catch up on progress that has come out of research laboratories and



hospital operating rooms. The American Academy of General Practice requires its members to attend a certain number of medical meetings each year for postgraduate education, and many other medical speciality societies have similar requirements.


One of the nation's outstanding examples of postgraduate medical education is held in Dallas each March: the Dallas Southern Clinical Society conference, where nationally recognized specialists and local doctors join to present a program of new medical thinking. More than 1,700 doctors attended this year.

Everywhere in this modern medical education center, then, with chalk and blackboards in classrooms, with test tubes and microscopes in laboratories and with life-saving tools and drugs in hospitals, doctors are remaining true to the age-old Hippocratic Oath, which says in part:

"I swear . . . that I will reckon him who taught me this art equally dear to me as my parents . . . and that by precept, lecture and every mode of instruction I will impart a knowledge of the art . . ."

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## APPOINTMENTS AND PROMOTIONS



**BEN H. CARPENTER** has been elected chairman of the board of Southland Life Insurance Company, Dallas. A native Dallasite, son of the late John W. Carpenter, Texas civic leader, Mr. Carpenter will continue to serve as chairman of the executive committee of the company, a position he has held since 1952. He has served on the board of directors of Southland Life since 1950, and was elected executive vice-president in 1952. Mr. Carpenter also is president of the Trinity River Authority of Texas and a vice-president of the Trinity Improvement Association.



**C. S. JOHNSON** has been named Division Manager-Operations for the eight state Gulf Division of Western Union Telegraph Company. Mr. Johnson joined Western Union as a messenger in 1920, and began administrative duties for the company as Superintendent at Shreveport in 1939. He has held similar posts at Tulsa, Oklahoma, and Houston. T. E. Manning, former division manager, is being transferred to New York as assistant vice president.

**E. O. HONEYCUTT** has been appointed parts and service sales manager for the Southwest regional sales office of Ford Division, Ford Motor Company. **W. I. SNYDER** has been named administrative manager on the same staff. Mr. Honeycutt joined Ford Motor Company at the Dallas assembly plant in 1934. In 1956 he was named parts and service sales manager for the Dallas District sales office, a position he held until his present assignment. Mr. Snyder comes to Dallas from Dearborn, Michigan, where he was a business management specialist in the division's general sales office, a position he held until his present assignment. Mr. Snyder comes to Dallas from Dearborn, Michigan, where he was a business management specialist in the division's general sales office.



**J. H. HAMILTON** has been elected vice-president and a member of the board of directors of The Geotechnical Corporation. Mr. Hamilton, a graduate mechanical engineer from George Washington University, joined Geotechnical in 1949 and at the present time is chief engineer and head of the research department.

★

**OTT HORN** has been elected a vice president of Sanders Advertising Agency, Inc. A graduate of Texas Tech, Mr. Horn has served the company as an account executive and Copy Chief.

★

**DAVID M. DENSON** has been appointed supervising underwriter of the Zurich Insurance Company for Texas and Oklahoma. Mr. Denson has had 12 years experience as an underwriter with another large Dallas casualty company.

# TIONS

been appointed  
manager for the  
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Mr. Honeycutt  
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## APPOINTMENTS AND PROMOTIONS

Name	Company	Position
<b>J. R. Bechtold</b>	Continental-Emsco Co.	Assistant to vice-president, special products
<b>Jim Tom Bell</b>	Magnolia Seed, Hardware & Improvement Co.	Sales supervisor
<b>Allen B. Cobb</b>	Francis I. duPont & Co.	Representative
<b>Dick Danne</b>	Clarke, Dunagan & Huffhines	Designer
<b>Craig Dawson</b>	Fox and Jacobs	Merchandising manager
<b>Lee Drake</b>	Continental-Emsco Co.	Assistant to vice-president, special products
<b>Jack D. Harris</b>	North American Merchandising Co.	Vice president, sales and service
<b>Robert E. Lampkin</b>	Petroleum Technologists	General manager
<b>Dorothy Macdonald</b>	Braniff Airways	Chief hostess
<b>Sidney M. Martin</b>	Lone Star Boat Co.	Project engineer
<b>Charles M. Oliver Jr.</b>	Southern Provident Life	Agency training supervisor
<b>Charles Pederson</b>	Texas Employers' Insurance	Manager, internal audit department
<b>Mary L. Sanders</b>	Goodwill Industries	Public relations director
<b>Norman J.</b>		
<b>Sitzenstatter</b>	Metropolitan Dallas Corp.	Manager, trading department
<b>Milo C. Wildrick</b>	Eppler, Guerin & Turner	Sales representative
<b>Bill Skinner</b>	Fox and Jacobs	Neighborhood manager, Flair for Living Homes
<b>Kerry Tandy</b>	Web Thomas Aircraft Sales, Inc.	Sales representative
<b>Dewey Williams</b>	Texas Employers' Insurance	Manager, actuarial division
<b>Charles L. Vychopen</b>	Fox and Jacobs	Manager, special projects



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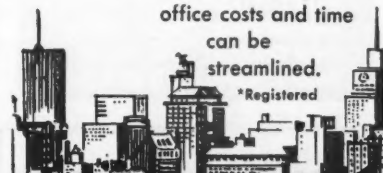
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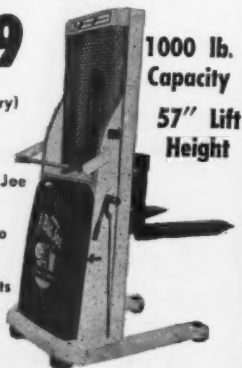
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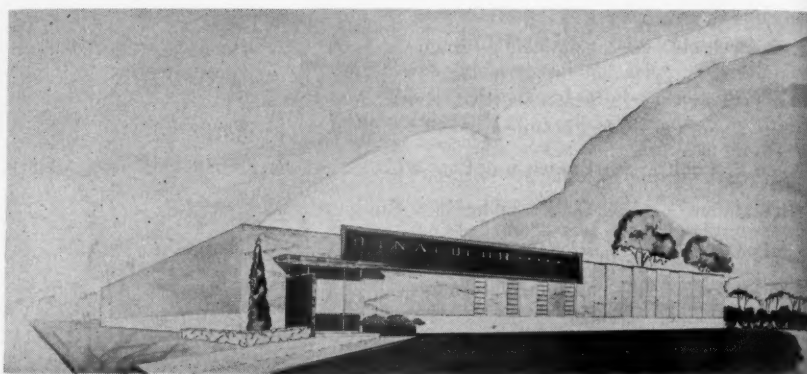
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**DALLAS**

# NEW AND EXPANDING BUSINESS



DYNACOLOR CORPORATION has begun construction on a new 30,000 square-foot plant in the Inwood Industrial District on Halifax St. The new plant will process still and movie film, and serve as Southwestern distribution center for photographic and industrial chemicals.

## Dynacolor Corporation Plans Dallas Area Plant

Construction is under way for a new Dallas plant of Dynacolor Corporation, world's largest independent processor of Kodachrome film. Located on Halifax Street in the Inwood Industrial District, the new plant, covering 30,000 square feet, will be built by the Trammell Crow Company and leased back to Dynacolor. Formal opening ceremonies will be held upon the plant's completion next fall.

Although its major function will be as film processing plant for Kodachrome still and movie film, Dynacolor also plans to use the new plant as a Southwestern dis-

tribution center for its lines of photographic and industrial chemicals. The new plant will be equipped with the latest automatic processing machinery, much of it designed by Dynacolor's research staff for the company's exclusive use. Extensive parking facilities for employees, and other personnel benefits have also been incorporated into the plant's design.

When open, the Dallas location will mark Dynacolor's ninth plant, and the fifth to be devoted to film processing. The rapidly expanding company now has five plants in the Rochester, N. Y. area. Dynacolor's other processing stations are located in Philadelphia, Los Angeles, and the Chicago area.



## Kahn Opens New Irving Store

This 18,000-square-foot Plymouth Park store has been opened in Irving by E. M. Kahn & Company. The new brick building is trimmed with granite and accented by gold anodized aluminum. The store was designed by G. Mallory Collins, Horace E. Dryden and Associates, Architects, and the contemporary decor of the interior was planned and executed by Margaret Sedwick Associates. The builder was Plymouth Park Village, Inc.

New and Expanding Business—



GOODE

WATTERS

▶ Alexander Grant & Company, national firm of certified public accountants with headquarters in Chicago, and the Dallas accounting firm of W. B. Goode & Company have merged. The merged practices will be continued under the name of Alexander Grant & Company in new offices in the Mercantile Securities Building. W. Boone Goode and Charles G. Watters of the Goode organization are the new resident partners of the Dallas office of the firm and Ben D. Taylor of the Goode office is manager.

★

▶ Bowles, Andrews & Towne, a firm of actuaries and employee benefit plan consultants, has opened a Dallas office at 715 Meadows Building, Central Expressway. Thomas P. Bowles, Jr. and A. Haeworth Robertson, both Fellows of the Society of Actuaries, head this office. The firm has other offices in Richmond, Atlanta, New York, Miami and Portland, Maine.

★

▶ The North Dallas Business School, originally located at 5643 West Lovers Lane, has started classes at its new location at 12925 Denton Drive.

★

▶ R. Jerry Stone has started construction on a new medical building, to be known as 3515 Swiss Avenue. The location is at the corner of Swiss Avenue and Adair Street, adjacent to Baylor and Gaston Hospitals. Gordon and Baker are architects; Connell Construction Company, Inc., is contractor; and permanent real estate financing arrangements were made by Jerry Frye Mortgage Company. Ronald B. Roorbach will handle lease information and space arrangements for the individual tenants.

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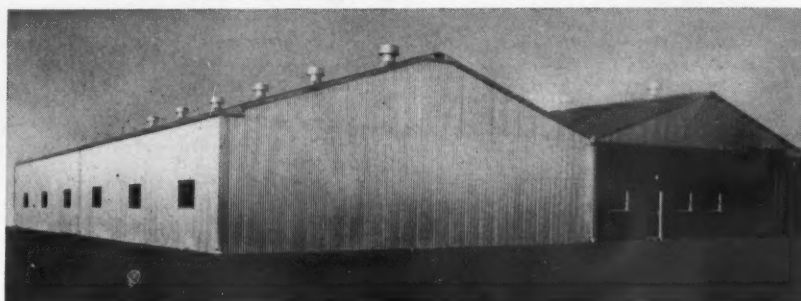
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## Metallic Buildings Serve Aircraft Industry



Air Enterprises, 11424 Denton Drive, are the owners of a new Metallic steel building shown in the above photograph. There are two 50' multiple span units for a total of 100' x 122' with 13'9" eave height. The building is being leased to the McDermott Associates who occupy the building. An attractive office brick front on one of the steel structures serves as an office for the McDermott firm — proving the flexibility of steel and brick in a combination of office and plant.

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Produces Prestige *Plus* Results!**

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# Dallas *Pioneers*



Established  
**1857** Sanger Bros.  
in Texas  
Opened Dallas Store in 1872

**1869** The Schoellkopf  
Company  
Manufacturers and  
Wholesale Distributors

**1872** Huey & Philp  
Company  
Wholesale Hardware, Hotel and  
Restaurant Supplies & Equipment

**1875** Dallas Transfer &  
Term. Whse. Co.  
Warehousing, Transportation,  
and Distribution

**1876** Trezevant &  
Cochran  
Insurance Managers

**1875** First National  
Bank in Dallas  
Banking

**1879** Texlite, Inc.  
Manufacturers of Porcelain Enamel  
and Plastic Products for the  
Sign and Building Industries

**1889** J. W. Lindsley  
& Company  
Real Estate and Insurance

**1892** The Egan  
Company  
Printing, Lithographing, and  
Embossed Labels

**1893** Oriental Laundry  
and Cleaners  
Finer Laundering, Cleaning,  
and Fur Storage

**1897** Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store



A DALLAS educational dream that faded, Oak Cliff Female College was housed during the mid-nineties in this impressive structure built originally as a resort hotel at a cost of \$100,000 at the corner of Crawford and Jefferson. Under the direction of M. Thomas Edgerton, A.B., young ladies of the period were taught: "Mental and Moral Sciences," mandolin, guitar, telegraphy, bookkeeping, elocution and a variety of other subjects. On the Board were such men as Philip Sanger, T. L. Marsalis and J. B. Adoue. Another civic leader of the period was Colonel John G. Hunter. In 1902, his son, J. Peyton Hunter, founded the present Hunter-Hayes Elevator Co. Originally known as J. Peyton Hunter, Manufacturers Agent, the firm's first quarters were in the old Cotton Belt Terminal Building, which also housed the first offices of the Dallas Chamber of Commerce. The firm later moved to the Slaughter Building and Peyton Hunter, Jr., present head of the firm, entered the business in 1925. In 1926 the name of the firm was changed to the Hunter-Hayes Elevator Co. In 1946 the firm moved to its present plant at 6102 Lemmon Avenue. Through the years the firm has made important elevator installations in the Southwest. Now in its fifty-seventh year, Hunter-Hayes has more than 100 employees and maintains branches in Houston, San Antonio, Corpus Christi, Lubbock, Tyler, El Paso, Albuquerque and Santa Fe.

## Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established  
**1898** Praetorian Mutual  
Life Ins. Co.  
(Formerly The Praetorians)

**1899** Seay & Hall  
All Lines of Insurance

**1902** Hunter-Hayes  
Elevator Co.  
Passenger, Freight and Home  
Elevators

**1903** Republic Insurance  
Company  
Writing Fire, Tornado, Allied Lines,  
Inland Marine, and Automobile  
Insurance

**1903** First Texas Chemi-  
cal Mfg. Company  
Pharmaceutical Manufacturers

**1904** Burton & Wilkin  
Over 100 Kinds of Insurance Sold

**1906** Hesse Envelope  
Company  
Manufacturers of Envelopes  
and File Folders

**1905** Rubenstein &  
Sons, Inc.  
Gulf Princess, Ready To Fry  
Breaded Shrimp  
Lady Rite Shelled Pecans

**1910** Moser Co.  
Realtors  
Industrial and Commercial  
Leases and Sales

**1911** Graham-Brown  
Shoe Company  
Manufacturing  
Wholesalers

**1914** Texas Employers  
Insurance Ass'n.  
Workmen's Compensation  
Insurance

**JIM RANDOLPH**  
and Company  
**REALTORS BUSINESS PROPERTIES**

MEMBER SOCIETY OF FORMER SPECIAL AGENTS OF FBI  
DALLAS REAL ESTATE BOARD  
LIFETIME MEMBER DALLAS CHAMBER OF COMMERCE

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Riverside 8-3033



During rush or peak seasons you could use an extra employee for a day, or a week, or a month? Yet you feel it wouldn't be worth the time and expense to train someone? That's where we can help, by furnishing you temporary employees for just the days, weeks or months you need them.

- All personnel highly trained & experienced.
- No additional payroll record or taxes—we take care of everything.
- We have just the person for any job you want done—already trained!

PHONE

RI 2-3787 or RI 8-6848

**Rutherford** ★  
**BUSINESS SERVICE**  
SERVING DALLAS FOR OVER 30 YEARS

## Denton County

(Continued from page 19)

calls it a conservative figure. So by the time census time rolls around, the current estimated population of 30,000 easily should be surpassed.

Also in the future—and very near—are the construction of the Denton Shopping Center, the city's first planned center, to be built by Rae Skillern of Dallas. Construction on the center is scheduled to begin about September 1. Congress is now considering a bill that would provide funds for the nation's first underground control center to be built in Denton at a cost of \$2.2 million. It would house the chiefs of 16,000 federal employees in the Dallas-Fort Worth area in time of disaster and would be the day-to-day headquarters of the five-state U. S. Office of Civil and Defense Mobilization, which already has its headquarters in Denton. Three more big public projects are in the offing, probably by next year. A city-wide street revamping program, a new sanitary sewage system and several public school programs are in the advanced planning stages.

The industrial potential of Denton is yet to be fully tapped, although several high-class firms call Denton home. Among

these are the south-central headquarters of Moore Business Forms, Inc., Russell-Newman Mfg. Co., Morrison Milling Co., Whitson Food Products, Acme Brick Co., M&B Mfg. Co. and Foremost Mobile Home Mfg. Co. Two of these firms are located in Shady Oaks Industrial Park, an industrial area planned by the same firm which laid out Brook Hollow Industrial District in Dallas. Denton is served by three railroads and is located on Interstate Highway 35. All but a few miles of the eight-lane expressway are completed all through Denton County, one of the first counties in the nation which can make this claim.

Denton itself ranks tenth in Texas in the amount of spendable money in each household. The May, 1959, Sales Management "Survey of Buying Power" shows the average spendable income per household in Denton at \$6,925 as compared to the Texas average of \$5,602 and the national average of \$6,005. The average for all of Denton County is \$5,520 per household, slightly behind Dallas County's \$6,439 but ahead of the other two counties in the Dallas Standard Metropolitan Area.

Outside of Denton, the major cities in Denton County are Lewisville, Sanger and



**FOLLOW  
THROUGH**

A sale is an expression of your customer's confidence in you. He trusts you to treat him right and if you do he will stay sold and help sell his friends. ☞ But it is not enough to deliver . . . deliver *on time* . . . make certain it is installed correctly and kept serviced. And if you are smart you will make sure, by design, that your literature, letterheads, labels and signs forcibly remind everyone that you *are* on the job. ☞ We can help you plan and produce printed material that will keep reminding the people you serve that you are serving diligently . . . that you follow through on a sale.

## THE DORSEY COMPANY

PRINTERS • STATIONERS • LITHOGRAPHERS • OFFICE FURNITURE

DALLAS, TEXAS

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Inc., Russell-  
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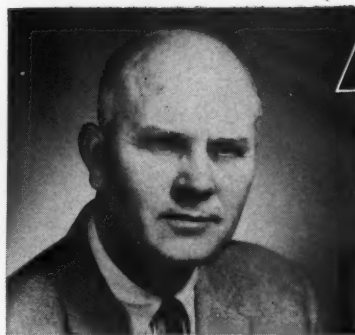
Pilot Point. The biggest growth in recent years of these three has been at Lewisville, near the shores of Garza-Little Elm Reservoir and only 10 minutes from Grapevine Lake, part of which is in Denton County. All of Garza-Little Elm's 183-mile shoreline is within Denton County.

Much of Lewisville's growth (estimated population: 3,200) has been in homes and they're still going up faster than you can accurately count them. The recreational bonanza of a gigantic new lake has helped the area tremendously. As an example, just since January, 1948, more than 2,000 "lakeshore" lots have been platted and submitted to the Denton County Commissioners Court for approval. All of these lie outside an incorporated city and are just a small indication of the potential of the recreational facilities in Denton County.

Recreation is not the only thing provided by Garza-Little Elm Reservoir, which encompasses the old Lake Dallas. Garza-Little Elm is the chief water supply for Denton, which assures the city of a plentiful supply of water for years to come. The city's seven deep artesian wells are kept up to date for standby use but they haven't been needed for two years.

Sanger and Pilot Point are primarily agricultural centers, each with a population of about 1,200. Sanger is located on Interstate Highway 35 and will probably benefit from the growth of the entire area. Pilot Point, one of the county's oldest cities, is on State Highway 10 and expects its location in respect to highways to the Lake Texoma area to help it in the future. Other Denton County towns are Justin, Ponder, Krum, Aubrey, Little Elm, Argyle and Roanoke. Each is primarily agricultural in economy but those towns in the southern part of Denton County—particularly Justin and Roanoke—may someday be going through the same growing pains now experienced by Denton and Lewisville.

After all, the growth factor in the North Texas area is just now being scratched. The best is yet to come. Denton County, as the educational and recreational center of the Southwest, is ready for it.



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*The Talk of Two Cities!*

★ Only 17 minutes from downtown Dallas!

★ Sunday Buffet — 12 Noon to 8:30 P.M.  
Adults . . . \$3.00. Children . . . \$1.75.  
A treat for the whole family.

★ On Night Menu: 8 oz. Rib Eye Steak, Baked Potato, Bread, Butter, Salad,  
Drink . . . \$2.65. What a feast . . . at what a bargain!



Reservations: AN 4-1525 ★ Guests Phone: L.D. BUTLER 3-1531

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\* Every office position has specific "work station" furniture requirements. Efficiency is at maximum when furnishings are tailored to the job! ART METAL "modulars" provide the ultimate in customized office outfitting. FREE Catalog and Survey on request.



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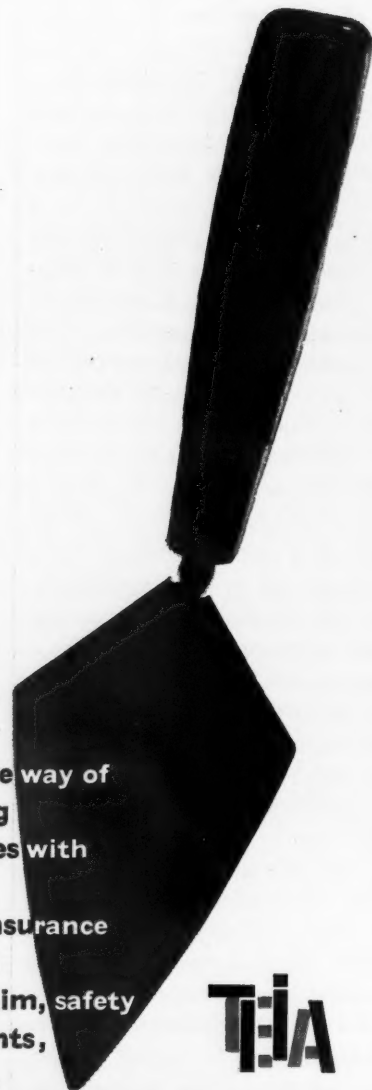
Austin F. Allen, Chairman of the Board

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any employer-employee  
relationship is trust.**

**There is no more effective way of  
increasing this trust than by providing  
yourself and your employees with  
the best possible workmen's  
compensation insurance program, the kind of insurance  
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them fast, fair, efficient settling of every claim, safety  
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So always build with the best; see your TEIA man.**



**TEXAS EMPLOYERS' INSURANCE ASSOCIATION**



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FOR INFORMATION CALL **MUZAK\* SERVICE**  
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Nearly everywhere you go you enjoy MUZAK! It's the background of hundreds of business firms in Dallas.

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-+ MILEAGE**

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Dallas, Texas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



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# DEPOSITS BY MAIL

**SAVE TIME  
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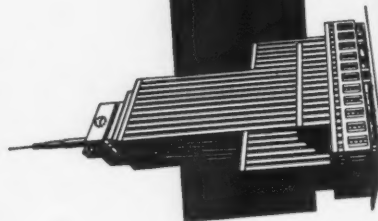
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